

# Is this the right business for you?

Knowing the market is a key factor to start a new business.

## KEY POINTS TO SUCCEED



### **Google maps or HERE maps coverage**

Frotcom solution uses Google maps and HERE maps. Check if they cover sufficiently the cities, regions and roads in your country, according to the market needs.

### **Internet access**

How fast is the internet access in your country? Bear in mind that it should be fast enough to keep customers satisfied when using the interface Frotcom.

### **GPRS coverage**

Frotcom uses GPRS communications. Verify how is GPRS coverage inside and outside major cities, main roads and secondary roads.

### **Fleet Managers' needs**

Knowing Fleet Managers' needs and expectations is crucial. Do they operate at an international, national or local level?

### **Competition**

Who are your local competitors? How do they provide the service? How can Frotcom make a difference? Answers to these questions should complete your market study.

### **Knowledge of the GPS vehicle tracking and fleet management market**

What is your knowledge of the GPS vehicle tracking market in your country? Who are your potential customers? Are they already using any GPS tracking and a fleet management solution? What is the average size of their fleets? Try to make a complete study of the market where you want to operate.

### **Commitment to Frotcom**

Starting a new business takes a lot of time and effort before you start seeing results. Can you commit at least one sales person exclusively for Frotcom sales?

### **National coverage**

Frotcom Certified Partners are distributors of Frotcom International products in their countries/ regions. Can you provide national / regional coverage, both commercial and technical?

### **English knowledge**

As an international company, our business language is English and all our partners should be fully proficient in the language.

**92%** of Frotcom Partners surveyed recommend Frotcom to a company wanting to represent a fleet management system.



## What our partners are saying about us



*"If you are driven to work hard and build a business, the Frotcom model offers great potential to give a recurring income stream with very low start up investment."*

**Barry O'Brian, Frotcom Certified Partner, Ireland**



*"Frotcom provides highly dynamic software that is constantly improving, thanks to feedback from our customers. They keep our products at the cutting edge of technology. This is the most important factor in our success."*

**Eduardo de Ant3nio, Frotcom Certified Partner, Spain**



*"We have been working with Frotcom as a Certified Partner for a long time, and have always appreciated the dynamic support and innovation that Frotcom International has provided to our company. We definitely recommend Frotcom to business professionals looking for a good opportunity to invest."*

**Nasos Sideris, Frotcom Certified Partner, Greece**

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