

STATEMENT OF WORK

Australian Market Growth Partnership

Structured market intelligence, strategic positioning, business development, and lead generation to establish and grow a sustainable presence in Australia.

PREPARED FOR

Tambra by Magnus Solutions

PREPARED BY

Savvy Signature

Building the Foundations for Australian Market Entry

- Rather than simply identifying prospects, this partnership builds the foundations required to successfully enter, position, and grow within the Australian business landscape.
- Comprehensive research, industry analysis, targeted outreach, and strategic planning combine into a practical market entry framework.
- The result: the confidence to pursue new business opportunities, establish strategic partnerships, and generate sustainable revenue growth across Australia.



MARKET ENTRY FOCUS

Australia

Healthcare • Hospitality • Education
Corporate • Security • Industrial

From Market Insight to Qualified Pipeline



Market Entry Strategy

Establish a structured Australian entry strategy.



Target Segments

Identify high-value industries and customer segments.



Brand Positioning

Position your brand for the Australian market.



Sales Pipeline

Build a qualified sales pipeline.



Strategic Partnerships

Identify partnership & channel opportunities.



Qualified Leads

Generate qualified business leads.



Repeatable Framework

Create a repeatable business development framework.



Long-Term Growth

Support long-term commercial growth.

Healthcare Education / Mining Hospitality

Priority Sectors Aligned to Your Offering

 Healthcare

 Education

 Hospitality

 Manufacturing

 Construction / Mining

 Corporate Enterprises

Industry segmentation • Market sizing • Buyer persona development • Decision-maker mapping • Priority ranking

A Commercial Strategy Built for Australia



Go-To-Market Strategy

- ✓ Market entry roadmap
- ✓ Sales strategy & process design
- ✓ Customer acquisition plan
- ✓ Pricing recommendations
- ✓ Business development framework
- ✓ Revenue growth strategy & milestones



Local Brand Positioning

- ✓ Brand positioning strategy
- ✓ Value proposition refinement
- ✓ Australian messaging framework
- ✓ Website & sales messaging
- ✓ Competitive differentiation
- ✓ Brand credibility framework

A High-Quality, CRM-Ready Prospect Database

Each record profiled against your ideal customer profile:

Company Name	Industry	Location	Website	Decision Makers	Contact Info	Company Size	Opportunity Rating	Priority Ranking
Acme Health Pty Ltd	Healthcare	Sydney, NSW	acmehealth.com.au	J. Carter, COO	Available	50–200	High	1
Bright Learn Co.	Education	Melbourne, VIC	brightlearn.edu.au	S. Wong, Director	Available	10–50	Medium	2
Coastal Hospitality Grp	Hospitality	Gold Coast, QLD	coastalhq.com.au	R. Patel, GM	Available	200+	High	3
Ironline Industrial	Manufacturing	Brisbane, QLD	ironline.com.au	M. Chen, CEO	Available	50–200	Medium	4

Illustrative sample — final database populated during discovery and research phases.

Assets & Alliances That Open Doors

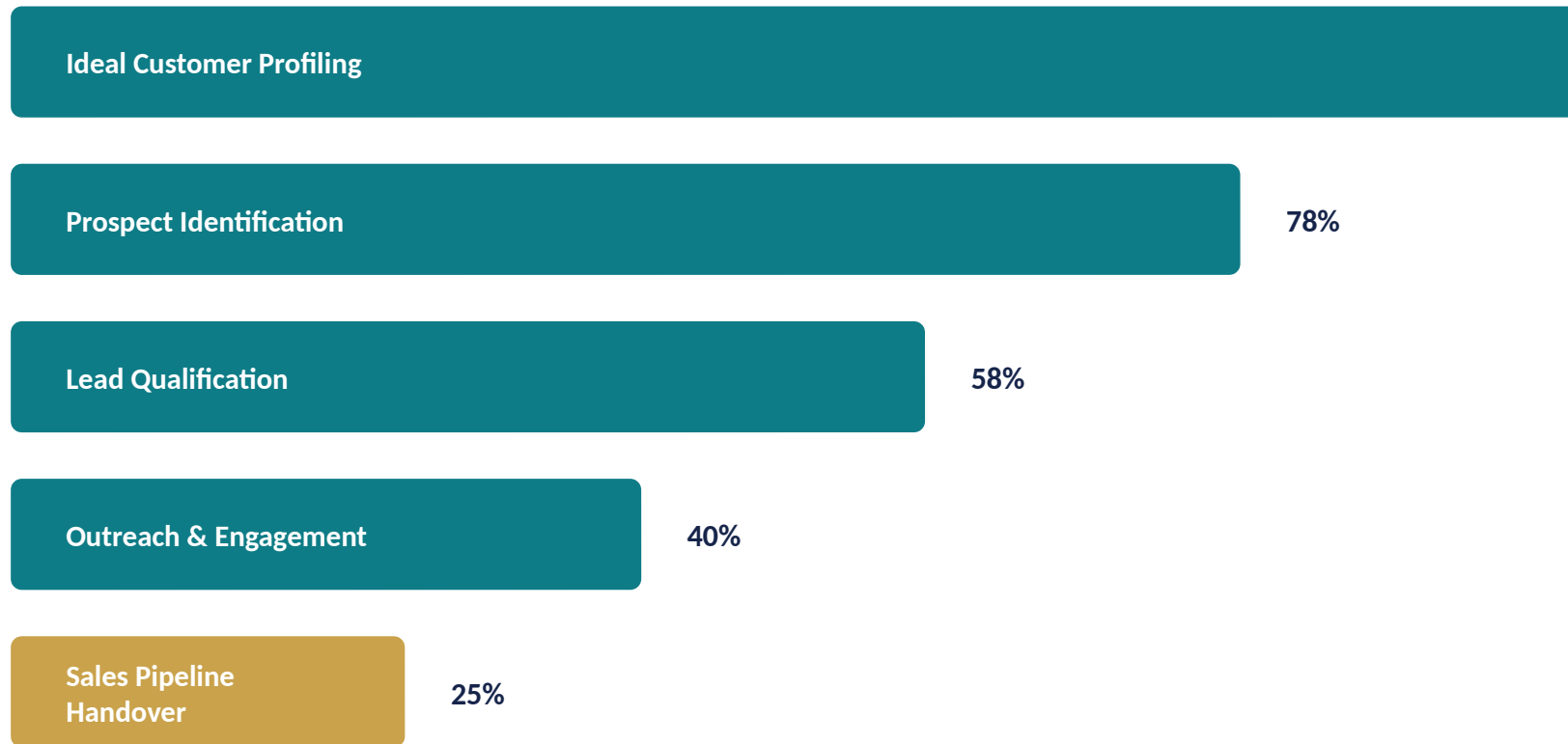
Sales Collateral

- ✓ Corporate capability statement
- ✓ Executive proposal template
- ✓ Email & LinkedIn outreach templates
- ✓ Sales one-pager & FAQ
- ✓ Partnership presentation

Strategic Partnership Categories

- ✓ Distribution partners & resellers
- ✓ Industry associations
- ✓ Technology & channel partners
- ✓ Government networks
- ✓ Professional service firms

A Sustainable, Qualified Lead Funnel



FRAMEWORK INCLUDES

- ✓ Lead qualification framework
- ✓ Outreach strategy
- ✓ Sales pipeline development
- ✓ CRM-ready lead structure
- ✓ Opportunity prioritisation

What You Receive at Completion

- ✓ Australian Market Research Report
- ✓ Go-To-Market Strategy
- ✓ Qualified Prospect Database
- ✓ Corporate Capability Statement
- ✓ LinkedIn Outreach Templates
- ✓ Lead Generation Strategy
- ✓ Executive Growth Recommendations
- ✓ Industry Opportunity Assessment
- ✓ Local Brand Positioning Framework
- ✓ Sales Presentation
- ✓ Sales Email Templates
- ✓ Partnership Opportunity Report
- ✓ Business Development Roadmap

A Four-Week Path to Market

Week 1

Discovery & Market Research

- ✓ Business discovery workshop
- ✓ Market research
- ✓ Competitive assessment

Week 2

Strategy Development

- ✓ Go-to-market strategy
- ✓ Brand positioning
- ✓ Sales framework

Week 3

Business Development Assets

- ✓ Prospect database
- ✓ Sales collateral
- ✓ Partnership identification

Week 4

Growth Roadmap & Delivery

- ✓ Final strategy presentation
- ✓ Growth roadmap
- ✓ Executive workshop

A Commercial Proposal Tailored to Scope

This engagement is structured as a fixed-scope strategic consulting project. Pricing reflects the depth of research, planning, business development expertise, and executive advisory required to establish a sustainable Australian presence — and will be presented separately as part of the commercial proposal.

- ✓ Strategic Discovery & Planning
- ✓ Go-to-Market Strategy Development
- ✓ Sales & Marketing Collateral
- ✓ Executive Growth Roadmap
- ✓ Australian Market Research
- ✓ Brand Positioning Framework
- ✓ Strategic Partnership Identification
- ✓ Final Strategy Presentation
- ✓ Industry Mapping & Opportunity Analysis
- ✓ Prospect Database Development
- ✓ Lead Generation Framework
- ✓ Knowledge Transfer & Handover

The commercial proposal will also outline the payment schedule, commencement date, key milestones, and optional ongoing advisory or business development services.

NEXT STEPS

Let's Establish Your Foothold in the Australian Market

- ✓ Provide access to key stakeholders for discovery
- ✓ Participate in review workshops & approvals
- ✓ Share existing marketing & sales collateral
- ✓ Nominate a primary project representative

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