

# MASTER PLAN

## EXPORT & SALES

**GROWTH PATH**

**PRICE LIST**

**SOLUTIONS OFFERED**

**DATA-DRIVEN EXPORT SOLUTIONS**

**HOW WE WORK**

**WHERE PS24 DON'T INTERVENE**

This document provides a concise overview of export and sales strategies in global markets, with the aim of aligning activities and growth opportunities in the short to medium term. The focus is on sustainable, measurable, and results-oriented planning at the lowest market prices.

# NO MIRACLES JUST HARD WORK

By leveraging our algorithms and Alibaba AI, we process large volumes of data and transform them into real opportunities, working on the following basis:

## KEY DATA

**50m**

Active buyers on  
the Alibaba platform

**200+**

These are the countries we  
currently operate in

**19**

Supported languages to  
interact with buyers

# A SERIOUS GROWTH PATH

We don't believe in miracles - we believe in data. Through meticulous analysis, we uncover actionable opportunities and empower our clients to seize them.

## ONBOARDING & SETUP

(First 2 months)

We seamlessly integrate the client's products into our showcase, handling design, sales terms, and all legal requirements (contracts and KYC), ready for a fully compliant market launch.

## STARTUP (Launch & Validation)

(First year)

Validate product development and market fit internationally by launching digital solutions that generate real feedback, actively involving potential importers. The goal is to prove a concrete and profitable global or niche demand that can drive the first orders.

## DEVELOPMENT (Early Growth)

(Second year)

In this second phase, we help companies rapidly scale exports, customers, and revenue through data-driven marketing and sales strategies powered by Alibaba tools. The challenge is to efficiently manage large volumes of targeted information to strengthen existing markets and successfully open new ones.

## MATURITY (Growth & Consolidation)

(Third year onwards)

We support companies in strengthening existing markets and expanding into new countries through data-driven growth strategies, enabling targeted, low-risk investments. The challenge is to act as a strategic partner that, through data delivery, enables diversification and sustainable growth in global markets.

# PRICE LIST

The contract can be ended at any time, with no penalties or hidden clauses and the services will continue to be delivered with the same quality and commitment until the end of the prepaid six-month.

## KEY INDICATORS

**FIXED  
MONTHLY**

**ADVERTISEMENTS  
(ADS)**

**COMMISSION  
ON SALES**

## MORE ACCURATELY

### **FIXED MONTHLY FEE FOR ANY PRODUCT PROMOTED**

A fixed monthly fee for maintaining and developing the Alibaba platform presence.

### **ADVERTISEMENT (ADS) - THE KEY TO SUCCESS**

The advertising ads fees is fully allocated to Alibaba. No profit is generated for us.

### **COMMISSION ON SUCCESSFULLY PROCURED SALES**

After dedication and hard work, we can finally share in our clients' success through a fair and transparent commission.

# SINGLE PRICING PLAN

WITH US, JUST ONE ORDER IS ENOUGH TO  
COVER THE COST AND GENERATE A PROFIT

## FIXED MONTHLY

One product/month: **€ 10.00/month/product**

<b>ONBOARDING -70% less:</b>	<b>€ 3.00/month/product</b>
<b>STARTUP -70% less:</b>	<b>€ 3.00/month/product</b>
<b>DEVELOPMENT -35% less:</b>	<b>€ 6.50/month/product</b>
<b>MATURITY Full price:</b>	<b>€ 10.00/month/product</b>

## ADVERTISEMENTS (ADS)

ADS fees/six-months: **€ 2500.00/six-months**

<b>ONBOARDING No fees:</b>	<b>€ 0.00/six-months</b>
<b>STARTUP -70% less:</b>	<b>€ 750.00/six-months</b>
<b>DEVELOPMENT -35% less:</b>	<b>€ 1625.00/six-months</b>
<b>MATURITY Full price:</b>	<b>€ 2500.00/six-months</b>

## COMMISSION ON SALES

Our Commission Standard: **8%/min÷15%/max**

<b>ONBOARDING No fees:</b>	<b>0%/min÷0%/max</b>
<b>STARTUP Full Commission:</b>	<b>8%/min÷15%/max</b>
<b>DEVELOPMENT Full Commission:</b>	<b>8%/min÷15%/max</b>
<b>MATURITY Full Commission:</b>	<b>8%/min÷15%/max</b>



# BUNDLED SOLUTIONS

WE PROVIDE BUNDLED SOLUTIONS THROUGH A SINGLE PRICING PLAN

All these solutions are provided through a subscription to our Single Pricing Plan.



## NO CONFLICT

If You Have an Alibaba Account Already



## IMMEDIATE

Premium Status for Our Clients



## A DEDICATED SHOWCASE

On Alibaba.com



## NO BUY & RESELL

Only Success-Based Fees



## BUILDING TRUST FOR MUTUAL

## GROWTH

Contractual Simplicity - Agency Agreement



## OFF-PLATFORM

Full Respect for Client Autonomy



### IN-PLATFORM

Complete Marketing Management



### "INDIRECT ADVERTISING"

High-Performance Relationship



### ADVANCE ANALYTICS

Via "Alibaba.com Data Analytics"



### PS24's SMART TRADE NETWORK

Direct Connections for Faster, Safer  
Deals



### ACCESS

To Alibaba's Complementary Services



### DATA SECURITY

Advanced Data Protection Protocols



### PRIVACY

Data Protection Registration Certificate

# DATA-DRIVEN EXPORT SOLUTIONS

AI-powered and data-driven, PS24—with Alibaba's global reach—spots real-time demand worldwide and converts it into profitable export opportunities. Your next big deal starts here.

## KEY INDICATORS

**MISSION**

**VISION**

**APPROACH**

## MORE ACCURATELY

### MISSION

Driving food & beverage excellence toward sustainable global growth, while cutting risk and speeding up market entry worldwide.

### VISION

Our vision is to become Europe's leading data-driven platform for the international expansion of food & beverage companies.

### APPROACH

Beyond consulting: structured, results-focused export journeys that create lasting partnerships and bring Made in Italy and Made in Europe to the global stage.



# HOW WE WORK

## MARKETING INTEGRATO IN PIATTAFORMA ALIBABA PER:

**MAXIMIZE VISIBILITY**  
**MINIMIZE COSTS**  
**DRIVE RESULTS**

We fully and continuously manage all marketing and sales activities directly on Alibaba, leveraging native tools, centralized contacts, and advanced digital optimization. The result? Performance that far exceeds what a single company could achieve on its own.

## **COMPLETE MARKETING WITH GUARANTEED RESULTS**

### **CUT YOUR ADVERTISING SPEND BY UP TO 75%**

- Bulk-Negotiated Rates with Alibaba: Same Results, 75% Lower Costs.
- Example: €20,000/year → Just €5,000/year for premium sponsorships.

### **OPTIMIZED FOR SPEED & CONVERSIONS: +40% PERFORMANCE BY LEADING ALIBABA'S SEARCH RANKINGS**

- Faster Leads with algorithmic priority placement in Alibaba's search.
- Indirect Advertising (Pre-Qualified Leads at zero acquisition cost).
- Gold/Verified Supplier Status - Instant Credibility.

### **PREMIUM VISIBILITY IN JUST 6 MONTHS**

- **PERMANENT PRESENCE ON ALIBABA'S HOMEPAGE:**
  - Premium Sponsored Ads (Position #1) **at 90% lower costs.**
  - Strategic Keyword Advertising to capture high-intent buyers.
  - AI-Powered Query Optimization for maximum visibility.
- **Maximizing Your Star Rating:** Why 5-Star Sellers on Alibaba Generate 300% More Leads Than 3-Star Competitors.

## “INDIRECT ADVERTISING” HIGH-PERFORMANCE RELATIONSHIP

PS24's Indirect Advertising is an effective B2B lead generation model on Alibaba that goes beyond traditional advertising. **Thanks to a unique, multi-sector showcase of Italian and European food & beverage products**, PS24 reaches qualified international buyers and creates opportunities that a single supplier could not achieve on its own.

The system combines inbound inquiries from already motivated importers, proactive actions on the most promising RFQs, and cross-selling of products.

**Result:** greater trust, multi-product orders, higher average order value, and steady growth without direct advertising costs.

## PS24'S SMART TRADE NETWORK

**PS24's Internal Sales Network** is an advanced commercial ecosystem that **connects verified sellers with reliable international buyers, enabling fast, secure, and targeted transactions**. Thanks to a constantly curated bilateral database, PS24 turns real-time requests into concrete business opportunities, overcoming the limitations of traditional platforms.

Our clients gain access to an exclusive network of pre-selected buyers, receive tailored inquiries, and negotiate directly, without intermediaries. Buyers, in turn, can submit detailed requirements and immediately connect with certified suppliers, obtaining fast quotations and competitive terms.

**Result:** A more efficient commercial process, with shorter sales cycles, strong partnerships, and scalable growth, within an environment built on trust, speed, and collaboration.

# WHERE PS24 DON'T INTERVENE

## OUR PHILOSOPHY: TOTAL FREEDOM, ZERO INTERFERENCE

**PS24 was created to connect sellers and buyers within the Alibaba ecosystem,** while leaving customers full decision-making freedom over everything that happens outside the platform.

**Our role is clear and focused:** we create visibility, connections, and opportunities, without interfering in the strategic, commercial, or marketing choices of our customers.

# MORE ACCURATELY

## PS24 DOESN'T INTERVENE IN OR INFLUENCE:

**Product and brand decisions,** including which items to present, how to position them, which brands to use, and when to update them.

**Pricing and commercial terms,** including pricing strategies, discounts, MOQs, delivery terms, and logistics.

**Customization and private label,** including custom branding, dedicated packaging, product adaptations, and market-specific certifications.

**Marketing and brand development outside Alibaba,** including websites, social media, advertising, trade shows, PR, digital campaigns, and offline activities.



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**Gold Supplier**



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