



DORIAN DRAKE

INTERNATIONAL Inc.

Global market reach. Local market presence.

W o r l d - C l a s s E x p o r t



A Unique Philosophy

After more than thirty years in the business, Edward Dorian Sr. has learned a few things about how to run a successful export management company. The chairman and senior managing partner of Dorian Drake International continues to champion today the same principles that have served him well throughout his career.

He believes first and foremost that an exporter must offer a manufacturer continually aggressive field sales coverage. "A manufacturer can measure an exporter's effectiveness by the amount of time their people spend in the field meeting with customers," he says. "We put a lot of emphasis on getting our people out into the marketplace."

Dorian Sr. also has long advocated the importance of sharing with the firm's manufacturer clients all information regarding customers, pricing, margins and competition. "Sharing information helps us win the trust of our clients," he says, "and trust is the foundation of any long-term relationship."

Now in his fifteenth year as president, Edward Dorian Jr. has embraced his father's commitment to building strong, long-term relationships with the firm's manufacturer clients.

"We want our clients to feel like we are an extension of their organization," Dorian Jr. notes. "Part of that process is benchmarking our performance for our clients and delivering results."

The Dorians also believe in regularly re-investing profits. Recent investments include a new state-of-the-art local area computer network, creation of an in-house marketing department and implementation of an innovative new Web site, www.doriandrake.com.

"We want to be the best export management company in the business," says Dorian Jr. "Being the best means we set the standard by which all other export management companies are judged."

A Compelling Proposition

Dorian Drake International is an innovative leader in the field of export management, providing manufacturers with a full-service alternative to staffing and managing their own export department. The firm's mission is to build world-class international distribution for leading manufacturers in select industries.

Dorian Drake's multi-lingual sales and marketing professionals dock their laptops at the firm's headquarters in White Plains, N.Y., or at regional offices in Plantation, Florida; Mexico City, Mexico; or Zhuhai, China. Each professional is assigned to one of the firm's four stand-alone product groups: Automotive, Foodservice, Hardware/ Lawn & Garden or Industrial.

Manufacturers who retain Dorian Drake benefit three ways:

- Its factory-trained sales force and established distribution network **provides manufacturers with an immediate market presence** that otherwise would take years to build.
- Dorian Drake **takes title and assumes the foreign credit risk**, eliminating the high cost of managing complex international credit and collections.
- The firm **bears all fixed costs** associated with an export operation, including inside and outside staff, international travel and communications.

Management



A Complete Array of Services

Dorian Drake's clients draw on any number of the company's key capabilities:

Field Sales

Dorian Drake provides clients with consistently aggressive sales coverage in every major world market. Sales executives in the field provide product training, conduct joint customer calls and consult customers on how best to promote a product line in their local market.

Direct Marketing

The firm uses its Web site and an extensive customer database to capture and pursue sales leads and to maintain a steady stream of communication with existing accounts. The Web site, www.doriandrake.com, is uniquely designed to provide customers with current product information, valuable sales and marketing tools, hyperlinks to client sites and up-to-date order information.

Strategic Planning

Dorian Drake collaborates with its clients to set quotas, build programs and map strategic plans consistent with each manufacturer's goals and expectations. This approach provides a client with an intimate knowledge of customers, competition and market trends.

Foreign Credit and Collections

Today, more than ever before, exporters must extend credit in high-risk, emerging markets in order to compete. Dorian Drake has the financial savvy to evaluate foreign credit risks and the financial strength to extend credit while paying its manufacturer clients within terms.

Export Traffic and Logistics

The firm partners with leading global freight forwarders to provide customers with an array of critical services designed to ensure customers timely and accurate delivery, documentation and customs clearance.

International Customer Service

Dorian Drake assigns an experienced, cross-culturally skilled customer service professional to every international account to ensure customers quick response to their inquiries. The firm's deep pool of talented customer service professionals enables the outside sales force to maintain an aggressive travel schedule without compromising service levels.



Product Groups Target Select Industries

Dorian Drake's four stand-alone product groups share common resources — marketing, credit and collections, information technology — while maintaining a sharp industry focus.



Industrial

Dorian Drake's Industrial Group is supervised and staffed by sales managers with a unique blend of engineering training, cross-cultural skills and international marketing experience. They sell and service industrial agents, distributors, engineering contractors and original equipment manufacturers in markets worldwide.

The group represents some of the world's leading manufacturers of industrial blowers, pumps, valves, fittings and instruments. Group executives pride themselves on their ability to help customers select the right product for each application and to overcome some of the unique obstacles encountered when marketing U.S.-manufactured industrial products outside the United States.

The group serves more than 250 customers in more than 75 countries worldwide.



Automotive

With a history of more than fifty years marketing automotive products, Dorian Drake's Automotive Group has established itself as a prominent leader in the export of U.S.-made parts, equipment and accessories. Today, U.S. vehicle and equipment manufacturers continue to supply more than half of the world's transportation needs. To capitalize on this global advantage, the Automotive Group directs its export activities to four automotive market segments:

- heavy duty electrical and lighting products to parts distributors for, or original equipment manufacturers of, truck, bus or off-road vehicles
- garage service equipment to equipment distributors, major oil companies and automotive service chains
- automotive parts to after-market distributors specializing in U.S.-made cars, light trucks and sports utility vehicles
- premium-branded automotive chemicals, additives and accessories to consumer products distributors and mass merchants

The group supplies products to more than 350 distributors, dealers, original equipment manufacturers and mass merchants in 119 countries worldwide.



World-Class Products



Foodservice

Dorian Drake's Foodservice Group has represented foodservice equipment manufacturers for more than twenty years and has long represented some of the industry's most prestigious brands. Dorian

Drake today is one of only two independently owned export management companies that offers industry manufacturers global coverage.

The group's sales force calls on a worldwide network of distributors, specifying dealers, consultants and chain buyers in pursuit of equipment sales to independent restaurants, hotels, schools, hospitals, in-flight airline services and international or indigenous quick-service or convenience-store chains.

Group personnel have helped specify and execute dozens of major supply contracts for distributors who have secured turnkey projects to install the kitchen equipment for prestigious, new or renovated four- and five-star hotels in markets throughout the world. The group has also participated as a primary supplier on numerous major international equipment roll-outs for leading U.S. quick-service or convenience-store chains.

The group supplies more than 500 customers in more than 100 countries worldwide.



Hardware/ Lawn & Garden

Dorian Drake's Hardware/Lawn & Garden Group is recognized as the leading U.S. exporter of brand leaders in consumer and professional outdoor power equipment and as a major international marketer of prominent hardware brands.

The group drives sales in most markets through traditional two-step distribution, in others through a combination of independent distribution and national and international retail chains. The group's ability to co-manage distribution through traditional and non-traditional channels becomes more important as U.S. and European mass merchant and home center chains expand globally.

Group executives travel to Latin America and the Caribbean from a regional office in south Florida and manage sales to the burgeoning China market from a country office in China's Guangdong province. Other markets are covered by executives traveling from New York headquarters. The group also manages inventory programs for some of its clients from distribution centers in Oldenzaal, Holland and Miami, Florida.

All told, the Hardware/Lawn & Garden Group boasts a roster of more than 450 export distributors, dealers and retail chain accounts in 127 countries throughout the world.

“Dorian Drake's people can demonstrate and service any of our products. They also know how to find the type of distributor ideally suited to sell and service our line.”

— **Ross Johnson, Marketing Manager, Bear Cat Products,**
Manufacturer of Commercial and Consumer Wood Chippers and Shredders





Dorian Drake's Global Distribution Management Program

Dorian Drake works with its manufacturer clients to design a Global Distribution Management Program, or GDMP™, specific to each product line. Key program components follow:

Sales and Service Presentations

Dorian Drake produces electronic and hardcopy product presentations designed for use by Dorian Drake sales executives and their customers for staff training and customer presentations.

Program Pricing

Program pricing offers resellers preferred pricing based either on their distribution function, annual volume commitment or both.

Co-op Promotional Programs

Dorian Drake's easy-to-budget co-op promotional program requires proof of expense for any co-op credit, whether it be for foreign-language literature, local media advertising, a trade show or sales conference.

Merchandising Materials

Point-of-sale marketing, advertising and sales aids are listed and presented in a "Fax Ready " order form.

Warranty Service

In export marketing, confusion surrounding warranty coverage often is a source of customer discontent. As part of a GDMP™, Dorian Drake clarifies the manufacturer's export warranty policy and explains to distributors, where applicable, a simple, concise method for presenting a claim.

Forecasting and Inventory Management

Dorian Drake employs inventory control spreadsheets to monitor distributor stock levels and help distributors forecast future requirements.

Distributor Sales Agreements

Dorian Drake secures a distributor's annual forecast and volume commitment and spells out its corresponding commitments to the distributor in an annual distributor sales agreement. The document serves as a valuable tool for forecasting, budgeting and performance management.



“Dorian Drake established the kind of international distribution we envisioned in one tenth the time it would have taken us to do it ourselves.”

**— Dan McCann,
Director of Sales and Marketing,
ECCO, Manufacturer of Automotive Warning
Lighting and Reverse Alarms**

“We experimented with several international strategies before deciding seven years ago to go with Dorian Drake... They've helped us achieve steady growth in our international sales.”

**— John Kinel, VP Marketing,
Spencer Turbine,
Manufacturer of Industrial Blowers
and Central Vacuum Systems**



Edward Dorian Jr. and
Edward Dorian Sr.

Company's History Mirrors Trends in Global Trade

Dorian Drake's first fifty years mirrored the evolution of U.S. international trade during the second half of the twentieth century.

The firm was founded in New York City in 1947 by a British bank hoping to capitalize on the new global demand for manufactured goods following the rupture in trade caused by World War II. Known then as Drake America Corporation, the company grew steadily during the 1950s and 1960s as the pace of global trade accelerated. Buoyed by continued growth and backed by an expanded roster of investors, Drake America acquired several other export management companies during the 1970s and reached a then all-time sales peak in 1979.

The company's fortunes turned during the early 1980s, as the U.S. dollar's value reached historic heights. After five years of declining revenues and mounting losses, Drake America was sold in 1985.

The new owners were the principals of another export management company, Dorian International, whose founding partner, Edward Dorian Sr., had served as Drake's president from 1967 to 1974. Dorian Sr. and his son, Edward Jr., consolidated the two companies and restored Drake to profitability by 1987.

Taking full advantage of the emerging export opportunities in Asia and Latin America, the firm nearly doubled its revenues during the ensuing ten years, though saw some of those gains reversed during the Asian currency crisis of the late 1990s.

At the dawn of the twenty-first century, the company foresees another era of rapid growth fueled by Asia's recovery and the continued emergence of other major global markets.

“Dorian Drake's China office staff is superior to any manufacturer-direct team with whom I have come in contact.”

— Li Min, Managing Partner,
Greenman Company,
Distributor of MTD Outdoor Power
Equipment, China

“We rely on Dorian Drake to navigate our sales effort through some of the world's most difficult markets. Year after year, they deliver results.”

— Jim Todd, President, Traulsen & Co.,
Manufacturer of Commercial Refrigeration



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