

International Market Profile™

- Significant 'mosquito pressure' causing both annoyance factor and health concerns
- Exterior product application allowed
- Appreciation for outdoor lifestyle and family values
- Strong middle and upper income family consumer base
- Appreciation for western brands and professional standards
- Franchise-friendly environment
- BASF or equivalent global supply chain
- Established use of services and conveniences

International Licensee Profile

- Strong, marketing-oriented company or experienced business entrepreneur with appropriate infrastructure for start up and operations
- Experience in the consumer service sector
- Understands the value of branded concepts with a proven business system
- Access to capital of at least US\$0.5 million for this investment
- English-speaking, experienced management team
- Franchise sector background preferred, but not required
- Comfortable with B to B and B to C customer service

Potential Licensee Candidate Companies

- Facilities management, residential property management and security service businesses
- Lifestyle businesses with strong customer service focus
- Home service businesses
- Pest control or lawn care companies seeking diversification
- Commercial and residential decoration and fit-out groups
- Franchisors or Master Franchisees of significant stature in-country
- Large service groups seeking an add on service