



**Business Opportunity**

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## Join CSB and build a solid future.

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If you are reading this page then it's a pretty safe bet that you are currently looking at self employment business options. If so, then a Capital Steel Buildings distributorship is definitely an option which you should explore.

***Did you know that the United Kingdom's steel building industry has an annual revenue in the hundreds of million of pounds?***

Cold rolled steel portal framed buildings are the fastest growing segment of the steel buildings sector and Capital Steel Buildings is at the forefront of this new market creation in the United Kingdom, as we have a range of products that covers the full spectrum from residential, agricultural, industrial and equestrian markets. Capital Steel Buildings provide new business starters an affordable option to enter into this lucrative markets and create a rewarding lifestyle which is structured around the needs of you and your family. Be your own boss, trade your own hours, and build a business which works for you.

As distributors and **NOT** franchisees, CSB resellers have the ability to structure their business to suit their needs. There are no stringent condition's which must be adhered to and ongoing assistance and guidance is always available when requested.

***CSB defines their point of difference by providing exceptional training, support and assistance to distributors from the outset.***

Each distributor is nurtured into their new role as business owner and local reseller through personalised training sessions and ongoing monthly workshops which ensure even the most novice distributor receives the knowledge required to succeed.



## At CSB our business is you.

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Our business is servicing our distributors to enable them to achieve the best results they possibly can. We believe that if we do not lose sight of this simple principle then we are already light years ahead of all the competition.

***Capital Steel Buildings do not sell buildings. CSB sell systems and support to a network of highly motivated distributors who sell buildings to the end user.***

It's no secret that the main issue with most buying groups no matter what industry is that their key focus is volume of sales and turnover as opposed to distributor support and development. The harsh reality is that once the buying group grows too large it becomes extremely hard to maintain and the personalised service factor quickly fades away.

Much like the early stages of childhood, where one must learn to crawl before they can walk, CSB understand that each new distributor requires an exceptional amount of personalised training and guidance to enable them to achieve the best results possible. CSB also understand that in order to improve on these results, ongoing support and guidance is required to maintain consistent growth and overall stability.

CSB are focused towards maintaining a service orientated business. In addition to the initial software and business training schedule, CSB have an annual workshop calendar which includes monthly software training sessions and business skills workshops, and quarterly business management workshops with key note speakers to guide distributors through the more complex business principles.



## What CSB Provide.

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Starting out in any business is a daunting task and as history shows, most small businesses fail before they even commence due to a lack of planning and drive to make it through the infancy stage and become viable.

CSB have developed a start up system which ensures each new distributor has every chance to make it through the infancy stage with ease, and progress through to maturity and financial prosperity by making some simple commitments and maintaining solid focus.

CSB distributors enjoy success because they are extremely qualified as a result of the continuous training and support provided by CSB. Each new distributor is initially trained and assisted with the setup of their business and continually reviewed throughout the infancy phase until they are completely confident to progress on their own.



## Service

Although our state of the art software is our primary product, CSB prefer to emphasise the service component provided to all CSB distributors as the key to the success of our business.

***CSB understand that without solid foundations and a thorough understanding of the systems provided, it would be very difficult to succeed in any market.***

In addition to the initial training each new distributor receives, CSB have developed an extensive training schedule which includes monthly and quarterly workshops covering all the mandatory topics that are essential to success as a distributor in the portal frame steel building industry.

Monthly software workshops are provided on the first Tuesday of every month, providing distributors with the opportunity to train new staff members, or as a refresher for existing staff if required.

CSB quarterly workshops cover the more complex topics which small business owners face such as advertising and marketing, financial management, sales techniques and business legalities.

CSB have an extremely qualified management team with a vast amount of industry experience from all aspects of business who work tirelessly towards providing CSB distributors with everything they require to achieve success.



## Software

CSB are dedicated to streamlining our business and the business of our distributors which has lead to the creation of some of the most exceptional software applications in the portal frame steel building industry.

***Projex is an industry leading software application which allows CSB distributors to design and quote fully engineered portal frame structures for potential customers while they watch.***

Projex offers an extensive range of building compositions and product options enabling CSB distributors to quote almost any conventional building option within a matter of minutes.

When a quote request is outside the Projex scope of works, CSB distributors use a unique CSB application titled BOMex to produce custom building material lists in addition to small parts orders enabling our distributors to provide not just a building for our customers but a complete service. *This application is not available to distributors of competing portal frame building suppliers.*

Once a customer has decided to purchase a CSB structure, distributors produce architectural and engineering drawings for council submission using a unique CSB CAD drawing application titled CADex.

Sending an order is as simple as clicking “email order” and the order is electronically processed and logged on an online tracking system titled ‘order tracker’. It is as simple as this, Design it in minutes, order at the click of a button and 4 weeks later it arrives on site as a flat packed building.



## **Software Cont.**

All CSB suppliers post delivery dates and job references on the order tracker system for each individual job. CSB distributors can access order tracker at any time to determine the progress of their orders.

Customers who wish to construct CSB buildings themselves are provided with a job specific building manual which is produced using CSB's unique erection manual application titled MANex.

Due to the evolving nature of technology and changes within the portal frame building industry, CSB are regularly developing new products and features which are released progressively after extensive design and testing. Software updates are simply downloaded online within seconds any new or revised features are covered in the monthly training workshops or as required.

All initial and ongoing training is provided by CSB as part of the distributor agreement. Technical support and trouble shooting is available through the CSB office during business hours on weekdays or within the CSB online support forum any other time.



## Systems

CSB distributors benefit from unique systems which have been designed and implemented to ensure efficiency and accuracy are maintained. All CSB systems have been developed and refined working closely with the distributors and suppliers to ensure the desired results have been achieved.

Distributors have the option to send materials direct to site in consolidated packs if desired. The smalls materials are delivered into Steadmans & sons to be packed with the main structural components and then delivered direct to site.

The consolidation system increases overall supply efficiency and reduces the risk of damage and packing error due to a reduction in manual handling. The direct to site option ensures the customer is not inconvenienced with numerous site deliveries and reduces to distributors scheduling responsibilities dramatically.

Overheads are reduced since less space and staff are required to pack materials, and transport costs are reduced due to a flat rate delivery charge regardless of the delivery size.

Being an authorised CSB distributor also comes with the added benefit of considerable price reductions.

CSB trading as one large entity of individual resellers, ensures each distributor has the benefit of a purchase price of a much larger co-operation. As the CSB group grows larger, the pricing structure will ensure considerable discounts will be maintained well into the future.



## Suppliers

CSB understand the importance of accuracy and efficiency with product supply and therefore only specify quality British made steel products supplied by industry leading British companies.

All CSB structures have been designed, engineered and tested using products manufactured with Steadman's Steel materials. All CSB suppliers use Steadman's steel material in production and manufacturers warranties are provided with all materials supplied.

CSB suppliers are 100% committed to the growth and prosperity of the CSB group. Each supplier has stringent quality control measures in place to ensure that quality and efficiency are not compromised. In the event that an error occurs, CSB has clear resolution procedures in place to minimise business disruption.

National, state and regional sales staff have been appointed by each supplier to service every level of the CSB supply chain. Regional sales staff make regular visits to CSB distributors and provide valuable product information and sales techniques as well as point of sale materials to aid with the sales process.



## Advertising

CSB advertising is split into two parts, local distributor advertising and corporate advertising.

CSB distributors are primarily responsible for all local advertising objectives however CSB will provide assistance and advice if requested. CSB have numerous template advertising solutions which can be customised to reflect an individual distributors focus or target market for local advertising objectives. With more being added all the time from successes on the National corporate level.

In addition to helping distributors plan, design and organise local advertising campaigns, CSB are very focused on reviewing the results from each campaign and using the results to refine future advertisements and maximising each distributors growth potential.

Distributors receive an enormous amount of insight into advertising techniques and concepts throughout the year in the advertising focus section of the CSB weekly newsletter. The annual advertising workshop which is scheduled in the quarterly CSB workshop calendar, is presented by an advertising professional who highlights key industry trends and techniques and provides practical advice and guidance to each individual distributor.

Local advertising objectives can quite often become very costly exercises and tend make up a large portion of the operating budget in any business. CSB distributors are fortunate enough to benefit from an advertising rebate incentive which provides valuable funds to distributors to invest back into local advertising campaigns.



## **Advertising Cont.**

CSB corporate advertising objectives are divided among most conventional advertising mediums depending on the target market and sales objectives.

The design and theme of CSB corporate advertising will change depending on the target market and location of the advertisement. Quite often CSB will run specials and promotions in specific areas and therefore ad layouts and designs can differ, however an even spread of promotion is provided to all distributors nationally.

CSB are focused towards maximising the exposure of the CSB brand and strengthening the groups market position, therefore as the group grows so will the corporate advertising activities.



## **Product Range**

CSB have an extensive range of portal frame building solutions which is unmatched by any competitor.

The entire range of CSB buildings are available in Marley Weatherboard from Steadmans external horizontal claddings and soon rendered finishes, which allow customers to match new CSB structures with current surroundings.

Front, back and side eaves are available on the entire range of CSB buildings in variable lengths which is not available through competing suppliers.

All CSB structures have been designed by an industry leading British engineer and are supplied site specific to ensure maximum suitability.

CSB only supply premium optional extras such as windows, PA doors and roller doors with an extensive range for each to suit customer requirements.

Other unique optional extras include coloured skylights, internal roof and wall insulation, partition wall options, horse stable fit outs and wall louvers.

In addition to the extensive range of unique optional extras CSB offer, they also supply all the standard options which are available within the portal frame building industry.

For a greater view of our offered ranges please visit [www.capitalsteelbuildings.co.uk](http://www.capitalsteelbuildings.co.uk)



## What You Will Need

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CSB are extremely focussed towards establishing a strong brand which is recognised as an industry benchmark for quality and service. In order to achieve and maintain this position in the market, it is imperative that each new CSB distributor is focussed on the same goals and striving for the same achievement.

CSB consider the following qualifications as essential requirements when considering all new distributorship applications:

- Business Training
- Computer Literacy
- Contractors License
- Financial Viability
- Total CSB Commitment
- Capital Investment

Applicants who do not have all of the above qualifications should still apply, and CSB may be able to assist with acquiring those which are needed.



## **Business Training**

All prospective CSB distributors are required to have basic business management skills or be willing to undergo training to acquire the necessary knowledge to establish and maintain a viable business.

Any previous business experience or training must be documented in the distributorship application and a thorough description is to be provided in a business plan, which is to be submitted prior to the application being approved.

If an applicant has no prior business experience or training, then they must satisfactorily complete a certified small business management course.



## **Computer Literacy**

The core business activities of a CSB distributorship require a primary understanding of basic computer functions. It is essential that CSB distributors have basic computer literacy skills to enable them to use the CSB software applications which are required to establish and maintain a viable CSB distributorship.

Applicants without primary computer skills will be required to satisfactorily complete a certified computer skills course prior to their application being approved.

New CSB distributors receive initial training and support for all the CSB software applications, however basic computer skills are not provided as part of the training schedule. Additional training is available at the monthly software workshop which is part of the CSB annual workshop calendar.



### **Financial Viability**

All prospective CSB distributors are required to provide proof of their financial viability. Applicants and all interested parties who have previously been insolvent or bankrupt will be required to provide evidence of their ability to meet their financial obligations.

### **Total CSB Commitment**

Becoming a CSB distributor requires a 100% business commitment from the outset. A CSB distributorship must be the primary business objective for the business owner. Without this commitment potential applicants will not be eligible to join the CSB group.



## Capital Investment

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CSB invest a large amount of time and resources into developing new distributors and continually assisting them with ongoing service and support to help them achieve their full potential. As the group grows, so does the demand for such services, making the initial capital investment an essential element to maintaining the high levels of support CSB distributors currently receive.

All the CSB software applications and business systems have been developed by industry leading professionals over many years with hard work and commitment. As the software and systems evolve, so to does the service and support from CSB. The process is ongoing and requires an immense amount of professional input, which CSB are fully committed to providing.



## Enquire

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If you feel that a CSB distributorship is a suitable option for your new business venture then please complete the CSB distributorship application form and return it to CSB at the following address;

Capital Steel Limited  
Westview House  
Devro Campus, Gartferry Rd  
Moodiesburn, G69 0JE.

Once CSB have assessed your application you will be contacted and advised whether your application is successful, if it is not initially accepted then CSB may assist you where possible to fulfil the requirements.

If the CSB distributorship opportunity does not match your business needs, then please contact CSB and provide feedback as to why.

