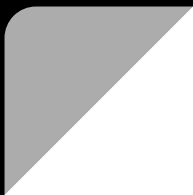




MTRADING



By: PP



Mission statement: Comparative Advantage With Competitors

■ New Visitor ■ Returning Visitor





First experience

- All information on website (Trading conditions, etc.) and easy to register
- Welcome bonus , Bonus up to 5,000\$
- Brand awareness
- 1000+ Trading Instruments
- Webinar
- Video tutorials
- Daily technical analysis
- 16 Platforms for trading
- Way to contact support
- Personal assistant (Welcome email ,call from broker , Contact client back ASAP)
- 24/5 Support



IB Structure

- 3 USD per lot for new IB
- Up to \$10 Commission per Lot & 10% from SUB-IB
- Gold (XAUUSD) 15\$ per lot
- MTP 5 Min
- Weekly payout
- In order to increase 3\$ to 10\$ IB
 - 1) New Client (Never have account with XM) + Trading Volume
 - 1.1) >5 earn 5\$/lot with 250 lots/month
 - 1.2) >10 earn 7\$/lot with 500 lots/month
 - 1.3) >20 earn 10\$/lot with 800 lots/month

Commission/Lot



Ultra Low Groups

Ultra Low 1	
AUDCAD#	\$3.00
AUDUSD#	\$3.00
EURGBP#	\$3.00
EURUSD#	\$3.00
GBPUSD#	\$3.00
USDCAD#	\$3.00
USDJPY#	\$3.00

Ultra Low 2	
AUDJPY#	\$4.00
EURCAD#	\$4.00
EURJPY#	\$4.00
USDCHF#	\$4.00

Ultra Low 3	
AUDCHF#	\$5.00
CADJPY#	\$5.00
CHFJPY#	\$5.00
EURAUD#	\$5.00
EURCHF#	\$5.00
GBPJPY#	\$5.00
GOLD#	\$5.00
NZDCAD#	\$5.00
NZDUSD#	\$5.00

Ultra Low 4	
AUDNZD#	\$8.00
CADCHF#	\$8.00
EURDKK#	\$8.00
EURHKD#	\$8.00
GBPCAD#	\$8.00
GBPCHF#	\$8.00
USDCNH#	\$8.00

Ultra Low 5	
EURNZD#	\$10.00
GBPAUD#	\$10.00
NZDCHF#	\$10.00
NZDJPY#	\$10.00
USDDKK#	\$10.00
USDMXN#	\$10.00
USDSEK#	\$10.00
USDTRY#	\$10.00

Ultra Low 6	
CHFSGD#	\$15.00
EURHUF#	\$15.00
EURNOK#	\$15.00
EURPLN#	\$15.00
EURRUB#	\$15.00
EURSEK#	\$15.00
EURSGD#	\$15.00
EURTRY#	\$15.00
EURZAR#	\$15.00



Strength points for support IB

- Free Academy Room
- Official partner
- Free indicator with conditions in the seminar/class
- Marketing support / Campaign support
- Personal assistance



MTRADING

To build our
communications and value
compare with



- Improve brand awareness strategy
- Make the website more interesting and with more information
- Personal assistant for IB
- More channel for support
- More channel on platform
- Promotion to attract clients
- Welcome bonus at least 30\$
- Deposit bonus if possible
- IB Program and conditions (Daily Payout)
- Trading Conditions
- Copy trade / Pamm are the company strengths
- Have own academy class

First experience

- All information on website (All account type, etc.) and easy to register
- Welcome email from broker
- Welcome bonus 100\$ for MT5 Account
- More options for account type (Cent, Standard, Zero, Micro, ECN)
- Copy trade
- Lv 1:3000
- Way to contact support
- Platforms
- Trader's Calculation
- 24/7 Support

IB Structure

- Multi Level (Max 10\$ per lot)
- 100% 1st Level
- 15% 2nd Level
- 5% 3rd Level
- MTP 5.9 Pips (Every pairs)
- Daily payout
- Min WD 500 THB
- Max per order 80\$ per order
- Loyalty Program



IB Structure

- Unconditional Swap Free
- Seminar Support
 - Major City 100K THB instant payout
 - Minor city 50K THB instant payout
- Bonus Rebate Program
 - InOut 25K and 250 Lots Get 500\$
 - InOut 50K and 500 Lots Get 1,000\$
 - InOut 100K and 1,000 Lots Get 3,000\$
 - InOut 400K + calculate as percentage

โบนัสรายเดือน	+\$500	+\$1000	+\$3000
มูลค่าการซื้อขายรายเดือน	\$25000	\$50000	\$100000
จำนวนล็อต	250	500	1000

Loyalty Program

Green


100\$
 100 Points
 5 Days of trading


VPS-server
 33
 10


Personal Training
 50
 10



FBS Collections
 50
 20


Silver


iPhoneX 256GB
 500
 30


Samsung Galaxy S10+ 128 GB
 500
 30


Samsung Galaxy Tab S4 64GB
 450
 30


Special for DP&WD
 Available on silver status


Special request via chat
 Available on silver status

Gold


MacBook Air 13" 256 GB
 600
 50


iMac Pro 27" 32 GB
 1500
 70



นาฬิกา Rolex Submariner
 10000
 70


New Year Gift
 Available on gold status


Personal Assistance
 Available on gold status

Platinum


นาฬิกา Rolex Yacht-Master Gold
 30000
 70


Trip to visit FBSHQ
 15000
 100


Mercedes S-Class
 50000
 150



To build our
communications and value
compare with

FBS

- Improve brand awareness strategy
- Personal assistant for IB
- Loyalty Program to attract IB
- Local number due to FBS don't have number in Thailand
- More channel on platform (MT5)
- Promotion to attract clients
- Welcome bonus at least 30\$
- Deposit bonus if possible
- IB Program and conditions (Daily Payout)
- Trading Conditions
- Copy trade / Pamm are the company strengths
- More account types
- Swap-free account (with condition)



First experience

- All information on website(Account type / trading calculation etc.) and easy to register
- Welcome email from broker
- Copy Trade
- Payment (The fastest DP/WD in Thailand)
- Way to contact support
- 24/5 Support

IB Structure



Trading volume over 30 days	Commission as % of spread	Level of Partnership
0-50 mln USD	33.00% + 3% 2nd level	Advanced Partner
50-100 mln USD	35.00% + 3% 2nd level	Bronze Partner
100-150 mln USD	35.00% + 5% 2nd level	Silver Partner
150-200 mln USD	37.00% + 5% 2nd level	Gold Partner
200-300 mln USD	37.00% + 7% 2nd level	Platinum Partner
300-500 mln USD	40.00% + 5% 2nd level	Brilliant Partner
> 500 mln USD	40.00% + 7% 2nd level	Premium Partner



IB Structure

- No MTP conditions
- Commission : 33- 40 % (40% Max)
- Daily Payout
- Only Classic account fixed 17 % of spread
- ECN Account 0.6\$ per lot
- Instant WD (No Fee)

<https://www.exnessaffiliates.com/loyalty-program/>



To build our
communications and value
compare with



- Improve brand awareness strategy
- Personal assistant for IB
- Faster payment system
- Trader's Calculator
- IB Commission calculator
- More platform (MT5)
- Free VPS for investor
- Manual for our system



The solution
for overall

- Improve brand awareness strategy
- Find leads from FB mainly
- Convince with our products
- Meeting with IB/Clients
- Offer the partner program
- Personal assistance
- Marketing Support (Offline/ Online)
- Seminar / Academy that have the IB as a speaker
- Give tools to IB (Promotion to attract new client)
- More channels to contact
- Working hours for support team
- Develop our products (Copy / Pamm)
- More account type / Swap-free
- Payment gateway
- Manual for all products and verification
- Education channel

Mission statement: Business Development Team

■ New Visitor ■ Returning Visitor



Business Development Team

**IB Sales
1 person**

Focus:

- Fine new lead
- Convert lead to be IB
- Support IB with all tasks
 - Find Solution

**Sales Team
3 persons**

Focus:

- Team Lead
- Welcome call
- Follow-up call

**Customer
Service
2-3 persons**

Focus:

- Support clients with all problems, verified document and escalate to back office

**Admin
1 person**

Focus:

- Thai regulation
- Thai document
- Contact supplier
- Contact accountant etc.

Business Development Team

**IB Sales
1 person**

Focus:

Salary : 60-75k with limited/
40-50k unlimited

Budget : 200k max w/o commission

Including me : 320k max w/o commission

**Sales Team
3 persons**

Focus:

Salary : 40k / 25-35k with
limited commission

**Customer
Service
2-3 persons**

Focus:

Salary : 18-25k

Budget : 325k max w/o commission

Including me : 445k max w/o commission

**Admin
1 person**

Focus:

Salary : 35-50k

Business Development Team



**IB Sales
1 person**

Focus:

- Fine new lead
- Convert lead to be IB
- Support IB with all tasks
 - Find Solution

Responsibilities :

- * Leading as a speaker in Academy and Seminar
- * Persuade potential lead to work with us
- * Managing key account by resolving issues and support by escalate to related party both of my portfolio and those whom belong to my team member through walk-in client
- * Actively looking for new potential partner and trader both online and offline e.g. social media and old databases exhibition
- * Collect feedback and comment from the client for improve our performance
- * KPI Monthly Report which have to much more improve
- * Checking the market what our competitors is doing e.g. promotion, product, price, and their clients
- * Create sale plan and projection for this year
- * Record Payment Control Sheet including invoice , payslip, and quotation
- * Arrange the event and seminar
- * Product Knowledge
- * Forex Market

Salary : 60-75k with limited/
40-50k unlimited

Business Development Team



Sales Team
3 persons

Focus:

Team Lead

Welcome call

Follow-up call

Salary : 40k / 25-35k

Responsibilities :

Team Lead

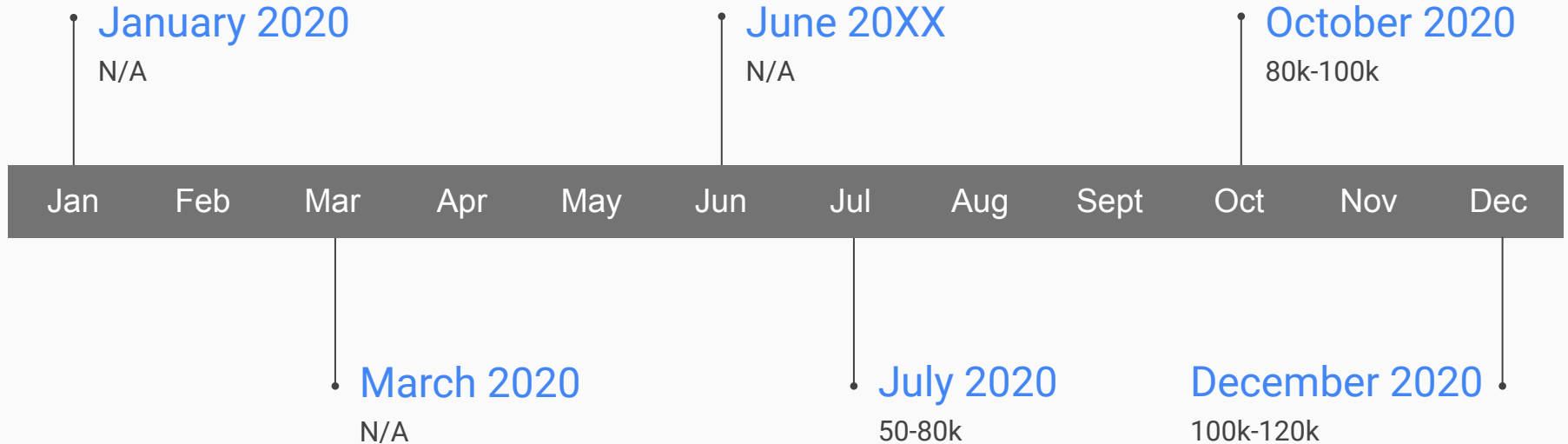
- *Split the task for the team
- *Training the team
- *Set KPI for the team
- *Monthly / Yearly plan to achieve the target
- *Observe and make analysis about the team (SWOT) and how to improve

2 Sales

- *Welcome call for client who register
- *How to completed the account
- *How to use platform
- *Contact for more information or in touch with clients
- *Follow-up call
- *Ask for client opinions (Complain or Development)
- *How to start trading with us
- *Close sales and follow-up
- *Document for verifications
- *Inform clients about new promotions / products
- *Knowledge about products, basic forex, platform, etc.

Milestones

Target for this year 2020



How it works

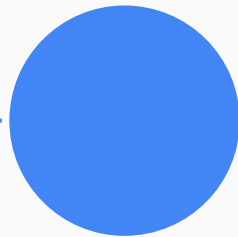
Step 1

Training the team to have more knowledge about forex , product, how to approach IB/Client



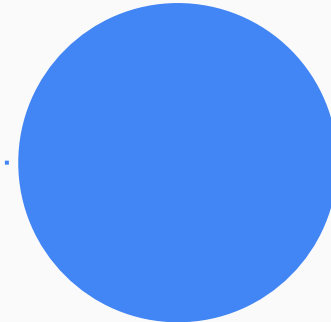
Step 2

Source for more leads and convert them to be our clients



Step 3

More promotion or activities to attract more clients / IB have more tools to get the new clients



THANK YOU

GRACIAS
ARIGATO
SHUKURIA
JUSPAXAR

TASHAKKUR ATU
GOZAIMASHITA
EFCHARISTO

GRAZIE
MEHRBANI
PALDIES
BOLZIN

MERCY
MERCI

DANKSCHEEN
SHUKRIA
BIYAN

SPASSIBO
SHACHALHUYA
NUHUN
CHALTU
YAQHANYELAY
WABEEJA
MAITEKA
HUI
YUSPAGARATAM
SUKSAMA
EKHMET
ATTO
ANSHA
SPASSIBO
DENKAUJA
NENACHALHYA
UMALCHEESH
HATUR
EKOJU
SIKOMO
MAKETAI
MBMONCHAR