

Market Expansion Report

One product.
One market.
A clearer launch decision.

KENTRO KTR-2610 handheld TENS/EMS. Demand signals, competing offers, sales routes, price observations, compliance questions and a practical validation plan.

SUPPLIER / SAUDI PARTNER SAMPLE



KTR-2610 / supplied catalogue configuration. Supplier picture and specifications. [S02]

US\$99-249 per agreed product / market. This sample examines one China-sourced product for Saudi Arabia. Figures are dated evidence and explicit planning assumptions; no product permission or demand forecast is established.

READ IN ONE MINUTE / DECISION GATE

Proceed with validation. Hold commercial release.

GO: DOCUMENT AND CUSTOMER VALIDATION

Public Saudi handheld offers provide a useful comparison, and the supplier quote supports a cost model. Shipment and promotion remain conditional on exact-model permissions, final artwork, written local costs and sample acceptance. [S03] [S04] [S15]

THE PRICE SIGNAL

Two Beurer EM 49 offers: SAR 253.92 and SAR 284.99. Visible competition; no category-average or sales-volume claim. [S08] [S09]

THE COST SIGNAL

KTR-2610 base landed-cost illustration: SAR 44.75 before product VAT. SAR 169 modeled retail offer yields SAR 43.62 contribution before fixed costs.

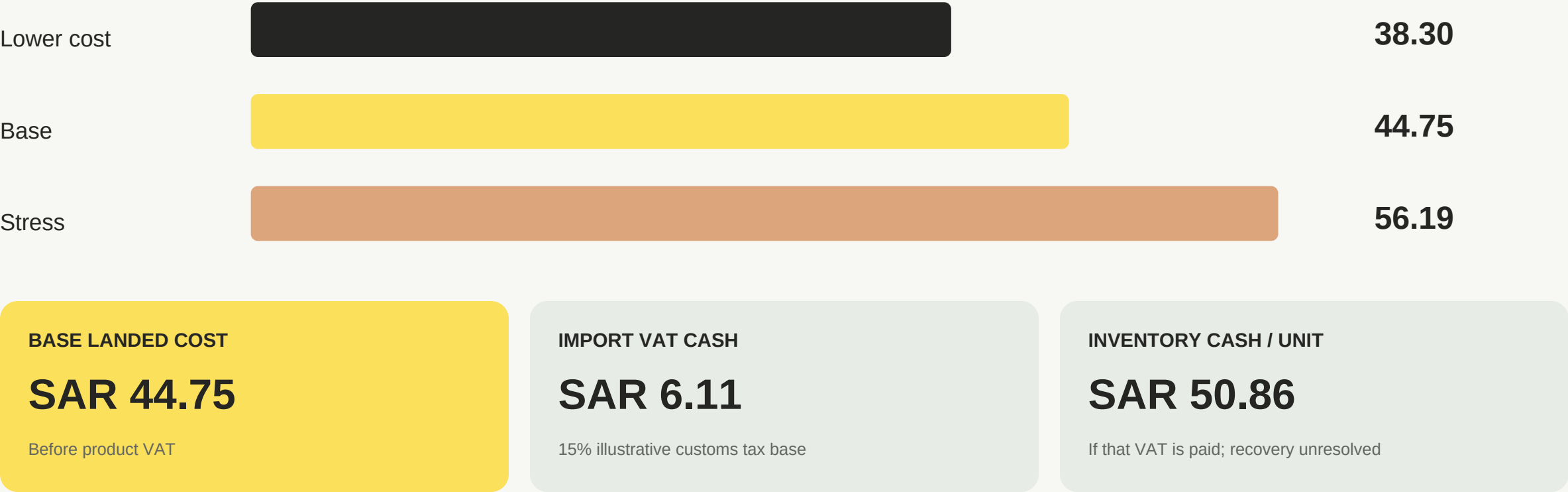
THE RELEASE GATE

Exact SKU/revision, manufacturer evidence, Saudi licensed roles and authorization, correct instructions, broker advice and a local support plan are still unresolved.

What changes the decision: demonstrated paid demand, a model-matched evidence pack and actual channel costs. No physical sample, confirmed tariff, binding freight quote, Saudi authorization certificate or buyer order was verified.

KTR-2610 / SAR PER UNIT / THREE COST CASES

What could one saleable unit cost?



Cases use unquoted freight/broker/inspection allowances and duty sensitivities, not confirmed tariffs or probabilities. Product VAT cash, its recoverability and any special fee cap need local confirmation. Fixed regulatory/lab costs are excluded. Page 8 gives the complete assumptions. [S01] [S05] [S06]

DEMAND EVIDENCE / BUYER HYPOTHESES

A visible category is a starting signal, not demand proof.

01 PUBLIC OFFERS

Two Saudi retailers display a branded handheld comparator. This supports a market and feature comparison. [S08] [S09]

02 BUYER INTEREST

No trade interviews, representative customer survey or verified purchase intent were obtained. Collect these next.

03 PAID DEMAND

No KENTRO Saudi orders, sell-through dataset or repeat-purchase evidence was verified. A lawful trial must test this.

Buyer hypothesis	What matters	Proposed evidence
Licensed distributor / medical retailer	Document readiness, margin, spares and after-sales liability	10 qualified trade conversations; written price and quantity assumptions
Adult home user through an authorized channel	Understandable setup, approved information, local pad replacements and support	15-20 structured interviews; qualified usability work; paid orders after authorization

These are research proposals, not completed interviews or a demographic survey. No Saudi category revenue, search-volume history or model-level demand forecast is available. Do not derive market size from population x retail price.

COMPETITION / TWO SAUDI OFFERS FOR ONE BENCHMARK MODEL

Compete on the complete offer, not the mode count.



Comparison point	KTR-2610 supplier description	Beurer EM 49 manufacturer description
Format / controls	Rechargeable; two channels; 80 modes	Battery operation; two channels; 64 presets + 6 configurable programs
Included consumables	Four pads in quoted accessory set; replacement prices pending	Four electrodes; compare local replacement availability
Service / instructions	Saudi-ready user information and warranty handling not established	Retailer delivery/warranty terms must be reconfirmed at checkout

KENTRO specifications are supplier inputs [S01] [S02]; Beurer features are manufacturer descriptions [S11]. Mode counts are settings, not clinical-performance scores. Public prices are observations on 10 October 2026 [S08] [S09], not a recommended KENTRO price. This sample covers one competing brand/model; category-wide brand shares and review trends remain unverified.

SALES CHANNELS / RECOMMENDED SEQUENCE

Start with a partner who can support the product.



Route	Why investigate it	What must be established
Medical distributor / specialist retailer	Document review, demonstrations and local support before broad reach	Licensed role; exact-model permission; buyer interest; agreed margin and service responsibilities
Pharmacy / rehabilitation retail	Understandable product information and dependable replenishment	Account acceptance; approved claims/instructions; suitable training and returns arrangement
Amazon.sa / other marketplaces	Bounded authorized listing with measurable order economics	Seller/category access; correct fee category and packed tier; fulfillment acceptance
Own Saudi online store	Control product information, support and fulfillment	Local legal route; payment/delivery agreement; customer acquisition and returns costs

No retailer, distributor or marketplace has committed to buy or approved KENTRO. Amazon publishes category-dependent referral and fulfillment charges; the financial example uses an 11% sensitivity, with 13% as an alternative category case. Use actual seller-account invoices and calculators before committing. [\[S10\]](#)

Which papers and local roles need confirmation?

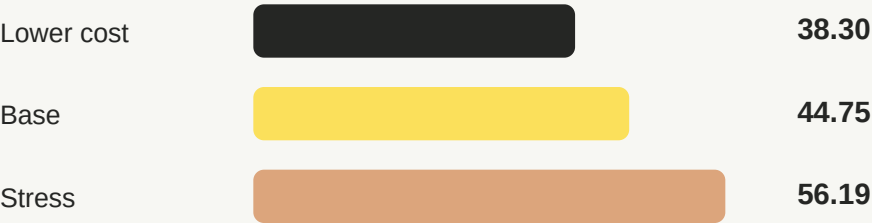
Question / evidence	Supplier or Saudi partner action	Owner to name
Exact model, intended use and product permission	Obtain manufacturer/model/revision mapping and check the applicable Saudi marketing authorization scope. [S03]	KENTRO + Saudi applicant / representative
Technical evidence and approved specification	Request complete model-matched reports, risk/performance evidence, battery information and final accessory configuration. Availability unresolved. [S01] [S12]	KENTRO + qualified reviewer
Importer / distributor / storage roles	Confirm which Saudi entities hold the relevant activity licenses and operating responsibilities. [S04]	Saudi partner / licensed contractors
Instructions, labels and marketing claims	Ask reviewer for final Arabic/English lay-user information and applicable advertising approvals. No competitor claims transfer. [S13] [S15]	Supplier + Saudi reviewer / seller
Shipment, tariff and tax	Obtain final weights/cartons, transport documents and broker's written classification, value and tax treatment. No rate ruling is made. [S05] [S06]	Supplier + forwarder / Saudi broker
Warranty, traceability and complaints	Agree spares, serial/batch records, local intake, escalation and safety-action responsibilities. [S14]	Supplier + Saudi partner / representative

Resolve the KTR-2610 revision: quote timer 15/30/45 minutes; catalogue adds 60 minutes. [\[S01\]](#) [\[S02\]](#) Match final files and artwork to the shipped unit. Badges, US clearance and customs release do not establish Saudi product permission. No SFDA risk class, model authorization or complete filing package is verified.

SAR PER UNIT / QUOTED FACTORY COST PLUS PLANNING ALLOWANCES

Every landed-cost component is visible.

SAME THREE CASES AS PAGE 3



Fixed input
US\$9 x SAR 3.75 = SAR 33.75 factory cost; quantity 3,000. [S01]
[S07]

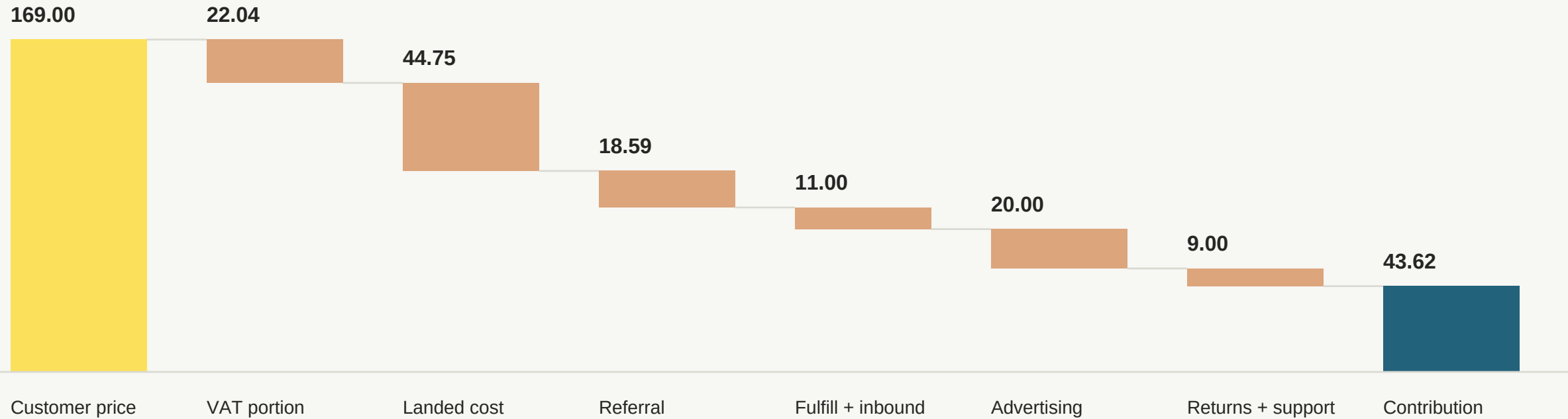
CIF illustration
Factory in SAR + one international freight/insurance allowance. No sea and air double-counting.

Duty = CIF x assumed 0% / 5% / 10%; exact tariff unresolved. Processing/unit = min(500, max(15, 0.0015 x CIF shipment value)) / quantity; broker confirms special caps and tax base. [S06]
Displayed values round half-up; shipment totals use unrounded figures. Fixed regulatory/lab work, bank charges and recoverable product VAT are separate.

Line	Lower	Base	Stress
Factory	33.75	33.75	33.75
Freight + insurance	2.50	5.00	10.00
Duty sensitivity	0.00	1.94	4.38
Processing / unit	0.05	0.06	0.07
Broker + inland	1.50	3.00	6.00
Lot inspection / unit	0.50	1.00	2.00
LANDED COST	38.30	44.75	56.19

MARKETPLACE ILLUSTRATION / KTR-2610 / SAR PER ORDER

Follow one sale from price to contribution.



169.00 - 22.04 - 44.75 - 18.59 - 11.00 - 20.00 - 9.00 = 43.62

SAR 169 includes assumed 15% output VAT. 11% referral is applied to gross price; exact category/fee base must be confirmed. Fulfillment 9.50 + inbound/storage 1.50, ads 20, returns 6 and support 3 are allowances. Eligible input-tax recovery assumed. Contribution excludes fixed costs, finance and profit taxes; it is not net profit. [\[S05\]](#) [\[S10\]](#)

SAR CONTRIBUTION PER ORDER / PLANNING SENSITIVITIES

Price and acquisition spending can reverse the result.

PRICE incl. assumed VAT	ADS / SAR 10	ADS / SAR 20	ADS / SAR 35
SAR 99.00	0.45	-9.55	-24.55
SAR 129.00	23.23	13.23	-1.77
SAR 169.00	53.62	43.62	28.62
SAR 199.00	76.40	66.40	51.40

Route / test price	Illustrative contribution	Variable costs / SAR per order
Distributor wholesale / SAR 90 ex-VAT	SAR 33.25	Landed 44.75; delivery 3; trade allowance 3; returns 4; support 2
Own store / SAR 169 incl. VAT	SAR 37.31	Landed 44.75; payment 2.9% x 169 + 1 = 5.90; delivery 20; ads 30; returns 6; support 3

Retail prices are test hypotheses, not willingness-to-pay findings. Channel costs are allowances; differing prices limit direct comparison. At SAR 169, changing referral from 11% to 13% reduces contribution by SAR 3.38. Recalculate if VAT treatment or costs differ. [\[S10\]](#)

Build a pilot around evidence and cash limits.

BEFORE COMMITTING

Freeze SKU/brand and documents; agree local roles; interview buyers; obtain itemized freight, tax and support quotes.

BEFORE COMMERCIAL RELEASE

Confirm applicable permissions and artwork; accept samples; agree warranty, channel costs and objective inspection milestones.

AFTER LAWFUL LAUNCH

Run a bounded trial; measure paid orders, contribution, refunds, complaints and stock age; scale from demonstrated results.

Budget / pilot question	Illustrative answer and next action
MOQ 3,000: product invoice / deposit	US\$27,000 product invoice; quoted 30% deposit US\$8,100 and balance before shipment. Confirm signed terms.
Inventory cash / launch reserve	SAR 152,572.41 including illustrative import VAT; add unquoted preparation 30,000 + liquidity 25,000 = SAR 207,572.41 cash envelope.
Pilot scale / stock exposure	Request 3-5 technical samples and a negotiated 100-300-unit authorized pilot; not granted in the quote. 3,000 / 100 monthly units = 30 months.

SAR 30,000 preparation is a placeholder, not an SFDA fee quote; it may be insufficient. At SAR 43.62 contribution, that fixed amount needs 688 orders to recover. Cash/variable reserves are not added to fixed break-even costs. Supplier production is quoted at 45-50 days after deposit and sample/drawing confirmation; permissions and logistics add time. [S01]

Evidence, next steps and the agreed research scope.

CLICKABLE SOURCE REGISTER

[\[S03\]](#) SFDA marketing authorization

[\[S04\]](#) SFDA establishment licensing

[\[S05\]](#) ZATCA VAT overview

[\[S06\]](#) ZATCA customs processing fees

[\[S07\]](#) SAMA exchange-rate policy

[\[S08\]](#) Dr. Nutrition / Beurer EM 49

[\[S09\]](#) Be Care / Beurer EM 49

[\[S10\]](#) Amazon Saudi selling fees

[\[S11\]](#) Beurer EM 49 manufacturer specifications

[\[S12\]](#) IATA battery transport guidance

[\[S13\]](#) SFDA bilingual information requirements

[\[S14\]](#) SFDA post-market requirements

[\[S15\]](#) SFDA medical-device advertising requirements

[S01] supplier quotation / [S02] 2026 catalogue: client-supplied commercial inputs and images.
Public observations dated 10 October 2026; prices and rules can change.

Market Expansion Report / US\$99-249

Per agreed product / market: demand signals, competition, channels, price observations, compliance questions and a practical market-entry plan.

What this example establishes

A structured comparison, transparent cost scenarios and a validation plan for KTR-2610 in Saudi Arabia. Supplier statements, public offers and business assumptions are kept distinct.

What remains unverified

Model authorization and complete filing scope; factory/sample quality; actual tariffs/freight; sales volumes, market size, buyer commitments and actual channel costs. Official indexed requirements are a starting point; obtain governing full documents for submission.

Start a precise brief

Send the SKU, destination, buyer/channel goal, quotation, specification and available documentation. Agree the research scope and fee before work.

ChinaConnect247 / operated by StructuredLayer

inquiry@chinaconnect247.com

WhatsApp +971 52 577 8897 / WeChat chinaconnect247

Instagram @structuredlayer / www.chinaconnect247.com

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