EXECUTION SUPPORT / KENTRO TO SAUDI ARABIA

Market Launch Coordination

Turn an agreed plan into owned tasks and release decisions.

A project sample for the KENTRO KTR-2610 handheld TENS/EMS device in Saudi Arabia. Launch preparation, localized materials, partner work and evidence-based handover.

SCOPE / OWNERS / DEPENDENCIES / ACCEPTANCE

KTR-2610 supplied catalogue picture. Final model revision and Saudi permission remain unresolved. [S02]

US$1,000+ / custom project. Results depend on approved providers and the written scope. This sample is a proposed coordination plan; no providers are appointed, filings submitted, stock ordered, materials published or launch completed.

READ IN ONE MINUTE / LAUNCH DECISION GATE

Start preparation. Release only against evidence.

GO: AGREE SCOPE, OWNERS AND PREPARATION

Confirm the product revision, local roles, intended channel, coordination deliverables and spending authority. Prepare the materials and dependency register. Commercial release waits for the applicable permissions and operational acceptance.

COORDINATION OUTPUT

A launch plan, owner register, material-review schedule, provider follow-ups, issue log and handover pack. These are proposed deliverables to select in the written scope.

CLIENT DECISIONS

Approve providers, commitments, budget changes and release. The manufacturer and local parties supply evidence and accept their own obligations.

CURRENT RELEASE STATUS

Open: exact-model permission, provider appointments, sample acceptance, approved local materials and operational readiness have not been established. [S03] [S04]

Client approval of a provider is a commercial decision; it does not itself establish a license or regulatory clearance. Scope approval, supplier production dates and a polished sales page cannot substitute for the applicable release evidence.

DEPENDENCY ROADMAP / STAGES, NOT GUARANTEED WEEKS

Sequence the work before setting a launch date.

01 Agree the brief

02 Freeze product

03 Approve local route

04 Prepare operations

05 Release & review

Stage	Evidence to leave the stage	What can progress in parallel
1 / Agree the brief	Signed deliverables, budget authority, named sponsor and provider selection process	Request available manufacturer files and final specification.
2 / Freeze product	Revision and accessory set agreed; sample acceptance criteria recorded	Draft artwork structure, translation brief and partner questions.
3 / Approve local route	Relevant entity/role evidence and exact product permissions resolved by responsible parties	Negotiate conditional service, logistics and channel arrangements.
4 / Prepare operations	Approved materials, usable stock records, order/return processes and support ownership	Complete dry-runs and confirm the release evidence index.
5 / Release and review	Written release decision plus a bounded commercial trial and agreed review record	Monitor actual orders, support issues and economics before reorder.

Set dates after providers confirm requirements and lead times. Regulatory review, rework, production, transport and channel acceptance can extend the critical path. Preparation may overlap; release gates remain mandatory where applicable.

RESPONSIBILITY REGISTER / ROLES TO APPOINT

Name the owner, the approver and the evidence.

Workstream	Accountable delivery role	Coordination role	Acceptance authority
Scope / spend	Client sponsor	Track deliverables, decisions and change requests	Client sponsor signs scope and spend limits.
Specification / sample	KENTRO manufacturer team	Chase revision, accessory and sample records	Manufacturer + client technical reviewer accept.
Local regulatory route	Appointed qualified local parties	Track requests and dependencies; no determination or filing by default	Responsible applicant / reviewer establishes applicable evidence.
Localized materials	Client-approved translator / designer	Manage briefs, versions, comments and handoff	Manufacturer + local reviewer + client approve their parts.
Partner / channel setup	Appointed Saudi commercial partner	Coordinate agreed introductions, meetings and action log	Client and partner accept written terms.
Freight / clearance	Appointed forwarder, carrier and broker	Collect quote, booking prerequisites and document status	Responsible providers confirm acceptance and client authorizes booking.
Support / complaints	Manufacturer + appointed local operator	Track support setup and escalation ownership	Responsible local parties accept procedures.
Release / handover	Client sponsor and responsible local parties	Assemble evidence and unresolved-item log	Written decision based on applicable permissions and readiness.

All providers are unappointed. Each responsible party retains its obligations; appointments and outreach authority require a written scope.

MANUFACTURER PREPARATION / KTR-2610

Freeze the product before localizing or ordering.

Preparation item	Manufacturer input to request	Done when
Model / revision	Legal manufacturer, KTR-2610 revision, intended use, exact modes, battery and accessory set	A dated specification maps to the sample, files and final shipped unit.
Timer mismatch	Quotation: 15/30/45 minutes; catalogue: adds 60 minutes [S01] [S02]	Manufacturer resolves the discrepancy in writing before artwork freeze.
Available evidence	Model-matched technical/test documents and a list of unavailable files	Qualified reviewer identifies what the exact destination route requires.
Samples / acceptance	Agreed sample quantity, costs, evaluation process and acceptance criteria	Client reviewer records results; no sample has been evaluated here.
Consumables / service	Pad compatibility, replacement pricing, parts, warranty limits and escalation route	Local support plan has named owners and agreed supplier obligations.
Pack / shipment data	Unit/carton sizes, gross weight, battery pack data, labels and traceability fields	Final packing information is accepted by relevant channel and transport providers.

This is a coordination checklist, not the full regulatory or technical submission list. Start with available files; the qualified local parties define the governing evidence and model-specific route. File availability, factory quality and sample performance remain unverified. [S04]

MATERIAL PLAN / DRAFTS MUST NOT BE MISTAKEN FOR APPROVALS

Localize the approved meaning, then control the versions.

Material to prepare	Proposed production / review route	Acceptance record
Labels and packaging	Manufacturer master -> Arabic/English brief -> translator/designer -> model-specific local review	Final SKU/revision, approved wording, artwork version and sign-offs.
User instructions	Manufacturer source instructions -> appropriate translation and review -> final layout	Meaning, warnings and intended use match the accepted source; reviewer confirms required languages.
Product page / sales sheet	Verified features and permitted claims -> localized draft -> applicable advertising review [S05]	Approved content/version and target audience; publication authority recorded.
Partner training / support FAQ	Manufacturer-approved information -> local service questions -> qualified review	Approved training scope, escalation route and limits of support advice.
Warranty / returns information	Written supplier and local operator terms -> localized customer information	Actual operator, process and agreed terms are accurately represented.

Saudi medical-device advertising requirements call for prior SFDA approval and a valid device authorization. Do not publish unsupported treatment claims or reuse a competitor's claims. If creators are included, the local reviewer must check the applicable creator and content permissions. [S05]

COMMERCIAL WORK / APPROVED SCOPE AND PROVIDER COOPERATION

Make partner work explicit and reviewable.

BEFORE CONTACT

Client approves whom to approach, the purpose, sender and materials. Define whether the project includes introductions, onboarding follow-ups or only preparation. No outreach is performed for this sample.

DURING QUALIFICATION

Record the correct entity and team, category interest, role, evidence requests, brand restrictions and proposed channel. An unanswered message or meeting invitation is not buyer qualification.

BEFORE COMMITMENT

Client agrees territory, pilot, prices, payment, stock ownership, returns, service and exit terms with the partner. Legal/commercial review is separate unless explicitly contracted.

Project record	Required fields	What it proves
Partner action log	Entity, contact role, authorized activity, request, owner, due date and documented response	Follow-up is traceable; it does not prove an order or appointment.
Provider approval record	Scope, qualification check, quote, client approval and signed responsibilities	Work can be assigned against a defined agreement.
Handover record	Accepted outputs, remaining dependencies and next accountable owner	The next step is clear even if a provider has not completed its work.

INVENTORY / TRANSPORT / LOCAL RECEIPT

Production is one dependency in the delivery chain.

01
Sample & revision

02
Purchase decision

03
Factory production

04
Carrier & clearance

05
Local receipt

Supplier quotation inputs
US$9 x MOQ 3,000 = US$27,000 product invoice.
30% deposit = US$8,100; 70% balance = US$18,900.
FOB Shenzhen; balance before shipment. [S01]

The timing trigger matters
Supplier quotes 45-50 production days after deposit and sample/drawing confirmation. Regulatory work, transport, customs and channel setup add dependencies. No launch date is committed. [S01]

Before booking: appointed providers confirm final packing/battery information, transport documents, freight terms, tariff/tax treatment and local receipt requirements. IATA battery guidance is a starting point; the actual carrier and route require acceptance. [S06]

Before committing inventory: request agreed sample/pilot terms and validate the lawful route. A smaller pilot or altered MOQ needs supplier agreement. Factory invoice arithmetic excludes freight, insurance, duties/taxes, testing, local services and coordination fees.

LAUNCH READINESS / BASELINE FOR THIS SAMPLE

A release checklist should show evidence, not optimism.

Release check	Evidence needed	Current sample status
Product and sample accepted	Final revision, accessory set and recorded technical acceptance	OPEN / manufacturer confirmation and sample review required.
Local roles established	Relevant entity licenses, representation and responsibilities [S03]	OPEN / no project providers appointed.
Product permission established	Applicable exact-model marketing authorization and scope [S04]	OPEN / no KTR-2610 certificate verified.
Materials ready to publish	Approved local versions and applicable advertising permissions [S05]	OPEN / localized production and approval not completed.
Shipment / local operations ready	Provider acceptance, final documents, receipt/stock and order process	OPEN / no booking, shipment or operational dry-run completed.
Support and traceability ready	Local support, complaints, escalation and tracking arrangements [S07]	OPEN / responsible parties and procedures to agree.
Commercial release decision	Client and responsible local-party written decision with evidence references	HOLD / current release conditions unresolved.

Use OPEN -> IN REVIEW -> ACCEPTED only when supporting evidence exists; retain the document/version and accepting party. There is no progress percentage or claim of launch readiness in this sample. Client acceptance cannot override statutory permissions.

BUDGET CONTROL / US$1,000+ IS A STARTING COORDINATION FEE

Agree the project fee and outside spend separately.

Budget line	Treatment in the proposed scope	Approval / evidence
Coordination service	US$1,000+; final fee depends on deliverables, duration, markets, providers and revisions	Written quote and selected tasks; all sample tasks are not automatically included.
Inventory / factory payments	Supplier quote inputs: US$27,000 at MOQ, split US$8,100 / US$18,900 [S01]	Separate purchase decision and invoice; no payment made here.
Local providers / technical work	Regulatory, testing, translation, artwork, legal and local operation costs	Obtain provider quotes; state payer and approved spending cap.
Freight / import / storage	Transport, broker charges, duties/taxes, insurance and local handling	Actual provider/classification inputs; no all-in landed budget quoted here.
Sales channels / launch spend	Channel fees, campaign spend, delivery, returns and warranty provision	Client-approved allowance and accountable operator; actual costs need confirmation.
Changes / contingency	Extra models, market changes, new content or additional provider rounds	Written impact on fee, outside costs and dates before added work.

Total launch budget remains unquoted. The coordination fee is not an inventory, filing, logistics or advertising allowance. Agree whether any outside costs are included or billed separately, who contracts/pays providers, applicable taxes, milestones, and cancellation/rework terms.

AFTER LAWFUL RELEASE / REVIEW AND HANDOVER

Measure the pilot, then decide whether to reorder.

Measure	Calculation / evidence	Decision supported
Sell-through	Units sold / units made available, using the same SKU, channel and period	Validate actual inventory movement; do not treat shipped units as end-customer demand.
Returns	Returned orders / delivered orders for a defined order cohort	Compare causes, condition and return window before judging product fit.
Contribution per order	Net sales less agreed landed, channel, fulfillment, acquisition, return and support costs	Separate recoverable tax cash and fixed costs; use actual invoices and outcomes.
Service / complaints	Support cases, issue type, response time and escalation records	Assigned parties handle product complaints and required reporting; weekly commercial review is not a substitute. [S07]
Reorder decision	Accepted evidence plus forecast assumptions and written budget/quantity decision	Scale, adjust or hold; no sales, margin or customer response is guaranteed.

Arithmetic example only
3 returned orders / 30 delivered orders = 10%.
These are not KENTRO results or a target.

Project handover
Final accepted files, owner list, evidence index, costs, unresolved items and next review decision.

Agree pilot quantity, period and thresholds before release with the supplier and responsible local parties. No 100-300 unit concession, sampling permission or trading approval is granted by this plan. Keep safety escalation independent of commercial reporting.

CUSTOM PROJECT / AGREED PROVIDERS AND WRITTEN SCOPE

Market Launch Coordination / US$1,000+

[S01] KENTRO quotation / supplied workbook
September 2026 commercial inputs; no purchase order or audited production commitment.

[S02] KENTRO 2026 catalogue / supplied PDF
Representative KTR-2610 image and supplier specifications; shipped revision needs confirmation.

[S03] SFDA establishment licensing
Version 2.0 / 15 January 2025; separate licensed local activities and responsibilities.

[S04] SFDA marketing authorization framework
Product permission route; no KTR-2610 authorization verified.

[S05] SFDA advertising requirements
Version 4.0 / 20 July 2026; advertising permission and content controls. Official 16-page advertising requirements.

[S06] IATA battery transport guidance
Battery transport planning; forwarder/carrier must confirm the exact pack, mode and documents.

[S07] SFDA post-market requirements
Version 2.0 / 23 March 2023; complaints, traceability and after-sales responsibilities.

Public frameworks checked 10 October 2026. Confirm governing editions with the responsible reviewer. Proposed workflows, acceptance tests and calculations are coordination examples; they do not establish completed project work.

Select the project, not a generic launch promise.
Agree the product/market, deliverables, providers, client decisions, fees, spend limits, acceptance criteria, reporting and handover before work.

Results depend on cooperation and permissions.
ChinaConnect247 coordinates the agreed work. Appointed providers perform their services; responsible parties establish permissions and accept their outputs. No buyer order, regulatory approval, fixed launch date or sales result is promised.

Start with the launch brief
Send the SKU, target market/channel, available files, partner status, intended budget and timing. Define provider selection and outreach authority in the written scope.

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