MONTHLY REPORTING SAMPLE / FIRST BASELINE EDITION

Ongoing Export Market Intelligence

Watch your markets. Understand the signals. Choose the next action.

Saudi Arabia / KENTRO KTR-2610 category watch. Competitor prices, listing features, channel economics, public partner signals and requirements worth following.

FIRST EDITION / OBSERVATIONS AS AT 10 OCT 2026

KTR-2610 supplied catalogue picture. The two observed retail offers are Beurer EM 49 comparators. [S01]

Monthly retainer / custom quotation. Coverage and frequency are agreed in writing. This sample establishes a current baseline; it is not a complete October monitoring cycle and does not claim month-to-month changes or continuous coverage.

READ IN ONE MINUTE / CURRENT SNAPSHOT

Three signals to review before the next decision.

PRICE POSITION

Two Saudi EM 49 pages display SAR 253.92 and SAR 284.99. Difference: SAR 31.07 across sellers. This is not a price trend or a category average. [S02] [S03]

CHANNEL ECONOMICS

Amazon lists 11% and 13% in two potentially relevant categories above SAR 50. Exact assignment is unresolved; use current seller-account costs. [S05]

PERMISSION & CLAIMS

Published SFDA requirements cover device authorization, local roles and advertising permissions. No KTR-2610 permission or approved campaign was verified. [S06] [S07] [S08]

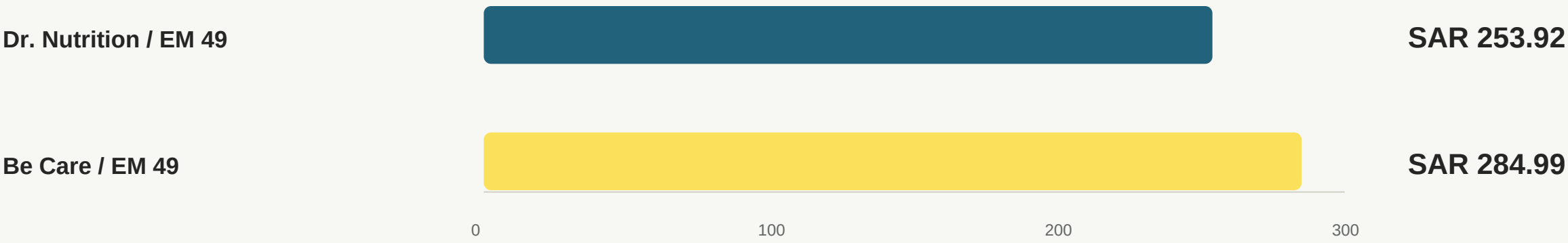
RECOMMENDED ACTION: VALIDATE THE OFFER AND ESTABLISH A REPEATABLE BASELINE

Confirm checkout/pack details, exact marketplace category and fees, and the local product/advertising route. Repeat the agreed observations before deciding whether anything has changed.

No prior-period captures, orders, search-volume dataset, buyer interviews or category-share estimates are available in this edition. Public availability is useful context; it does not establish demand volume or distributor interest.

PRICE CHART / SAR PER DEVICE / SAME BENCHMARK MODEL

What the two public offers display today.



CROSS-SELLER GAP

SAR 31.07

Compare the full offer

Tax, delivery, stock, accessory pack, local warranty and replacement pads can explain differences. Neither checkout was tested. Be Care says tax included; Dr. Nutrition treatment needs confirmation. [S02] [S03]

Only two offers for one brand/model are included. The chart uses displayed retail prices, not factory or distributor prices, verified transaction values, sales volumes or a recommended KENTRO price.

LISTING / PROMOTION / FEATURE BASELINE

Track the offer details behind a headline price.

Observation	Current evidence	What to record next
Dr. Nutrition promotion	SAR 253.92 against crossed SAR 332.59; page displays 24% off [S02]	Capture both displayed prices and promotion terms at the same revisit.
Be Care promotion	SAR 284.99 against crossed SAR 345; page displays 17% off [S03]	Record expiry/terms if available; verify final checkout price.
Comparable feature set	Beurer: two channels, 64 presets + six configurable programs, four electrodes and battery operation [S04]	Check whether the Saudi retailer pack matches the manufacturer description.
Offer confidence	No basket, delivery charge, physical stock or local warranty confirmation was obtained	Add these checks if included in the monitoring scope.
Demand evidence	A displayed listing shows availability to investigate; no verified units sold	Use appropriately sourced sales/order evidence before a demand conclusion.

Promotion arithmetic: (crossed price - displayed price) / crossed price x 100 = 23.65% and 17.39%, rounding to the displayed whole percentages. A crossed price is a retailer reference, not proof that buyers previously paid it. No promotion change is established. [S02] [S03]

MARKETPLACE WATCH / FEE SENSITIVITY, NOT A PRODUCT CLASSIFICATION

A category difference can change per-order costs.

Illustration: SAR 169 total selling price x 11% = SAR 18.59; x 13% = SAR 21.97. Difference: SAR 3.38 per order before applicable fee VAT. The public table lists these rates above SAR 50; KTR-2610's actual category and total price base remain unassigned. [S05]

SOURCE-QUALITY CHECK / CONFIRM BEFORE CALCULATING TAX

An older Easy Ship paragraph on Amazon's public page states 5% VAT on fees, while ZATCA publishes a 15% standard rate. Do not copy the 5% figure into a launch model. Obtain current account invoices and qualified confirmation of the actual treatment. [S05] [S12]

Fulfillment, storage, advertising, returns and local services are separate costs. No fee change, tax change, KENTRO seller approval or net-profit estimate is claimed in this first-edition snapshot.

REGULATORY WATCH / CURRENT REFERENCE POINTS

Monitor requirements by version, scope and relevance.

Watch item	Current reference / relevance	Change status and next step
Advertising materials	SFDA MDS-REQ 8, version 4.0, dated 20 July 2026; product permission, advertising approval and claim controls [S06]	BASELINE / publication date alone does not prove an update in this reporting period. Local reviewer checks the intended campaign.
Local licensed activities	SFDA MDS-REQ 9, version 2.0, dated 15 January 2025; representative, importer/distributor and storage roles [S07]	BASELINE / compare future official versions; exact partner license status is unresolved.
Product permission	SFDA marketing authorization framework; exact model, manufacturer and revision need assessment [S08]	OPEN QUESTION / no KTR-2610 authorization certificate was verified.
Tax / fee assumptions	ZATCA standard-rate guidance and seller-account invoice treatment [S12]	VERIFY / standard rate does not establish this device’s specific treatment or recoverability.

For any detected update, report the old and new versions, publication/access dates, changed provision, potential commercial effect and the owner of the review. A failed download or removed link is an evidence gap; it is not proof of repeal or permission to proceed.

CHANNEL / PARTNER BASELINE / NO OUTREACH PERFORMED

Public partner signals guide follow-up questions.

Zimmo Trading

Public signal: OMRON’s Saudi distributor listing names Zimmo. Its own site publishes a new-business route and Saudi branches. [S09] [S10]

Interpretation: Category-adjacent lead; existing brand commitments and KENTRO interest remain unknown.

Question for later qualification: Does the relevant team assess another TENS/EMS line, and are there competing-brand restrictions?

Salehiya

Public signal: Company describes medical equipment, consumer-health solutions and maintenance. [S11]

Interpretation: Possible consumer-health route; no exact TENS listing or KENTRO appointment is established.

Question for later qualification: Which team evaluates home-use devices, and what evidence is needed for consideration?

In future editions, compare the same company pages and manufacturer directories for relevant public changes. Confirm commercial interest directly only within separately authorized outreach. Zimmo’s site footer is 2017, so contact and activity currency needs reconfirmation. [S10]

No new partner appointment, buyer reply, license audit, site visit or purchase order is claimed. This sample does not rank financial capacity or guarantee introductions.

MONITORING REGISTER / FIRST CAPTURES DATED 10 OCTOBER 2026

Keep a comparable record at every agreed check.

Record	Current capture	Comparison status
P01 / Dr. Nutrition EM 49	SAR 253.92 / crossed SAR 332.59 / tax unconfirmed [S02]	BASELINE / no prior-period capture; movement not calculated.
P02 / Be Care EM 49	SAR 284.99 / crossed SAR 345 / page says tax included [S03]	BASELINE / no prior-period capture; movement not calculated.
C01 / Amazon fee categories	11% / 13% above SAR 50 in two listed categories [S05]	BASELINE / actual SKU assignment open; no fee-change claim.
R01 / SFDA advertising	Version 4.0 / 20 July 2026 [S06]	BASELINE / compare governing version at future checks.
B01 / partner pages	Two selected company/manufacturer-directory records [S09] [S10] [S11]	BASELINE / no prior public change or commercial response inferred.

Fields to retain: observation ID, market, seller/legal entity where known, exact model/pack, currency, tax/delivery status, price/promotion, stock wording, source URL, capture date, evidence excerpt and verification limits. Match these before comparing. Preserve a dated capture; a live URL can change.

How movement is calculated: (current comparable price - prior comparable price) / prior comparable price x 100. Do not calculate against missing/zero values or substitute another seller. Supplier and client data remain separately labelled.

PROPOSED MONITORING RULES / SELECT THEM IN THE RETAINER SCOPE

Agree what deserves an alert and what needs review.

Proposed trigger	Required evidence before reporting	Response to agree
Same-offer price move of 10% or more	Comparable dated captures; same seller, model, pack and tax/delivery basis	Recheck the offer; quantify the effect on pricing assumptions. Threshold is proposed, not active.
Feature / accessory or material offer change	Before/after description with model/pack mapping	Review specification, support and positioning; do not infer better performance from settings.
Channel fee or service-rule change	Current primary schedule and earlier dated rule; effective date and scope	Recalculate actual channel assumptions after category/account confirmation.
Official requirements update	New official document or notice plus the earlier governing record	Send for qualified review; identify affected action and deadline if verified.
Potential partner portfolio change	Dated manufacturer/company records; relevant legal entity	Investigate relevance; obtain permission before outreach.
Unavailable / inconsistent evidence	Failed source check, contradictory text or a missing comparison	Flag the gap and retry through an appropriate primary route; avoid a false trend claim.

Check frequency, monthly delivery date, alert channels and response expectations are agreed separately. A monthly PDF does not imply daily or real-time surveillance. No recurring automation, notifications, outreach or paid monitoring has been activated by creating this sample.

ACTION REGISTER / PROPOSED OWNERS AND VERIFICATION

Turn the observations into a focused next-cycle brief.

Priority / action	Suggested owner	Acceptance evidence
1 / Verify the two retail offers	Research team / client-approved scope	Checkout/pack, tax, delivery and support details recorded; no test purchase by default.
1 / Confirm marketplace economics	Client / actual seller operator	Assigned category, current fee calculation and invoices; resolve tax text inconsistency.
1 / Resolve product and advertising route	KENTRO + appointed qualified local parties	Exact revision, intended use and applicable permission/material requirements assessed.
2 / Broaden the competitor set	Research team / agreed coverage	Additional comparable brands and models, with source/pack controls; this baseline has one brand/model.
2 / Validate channel fit	Client / separately authorized commercial scope	Appropriate business team and documented interest; none verified here.
3 / Repeat the selected observations	Research team / retainer schedule	Comparable new captures with differences, evidence gaps and next actions clearly classified.

The next edition should distinguish VERIFIED CHANGE, NO OBSERVED CHANGE AT THE CHECK, BASELINE ADDED, OPEN QUESTION and SOURCE UNAVAILABLE. No observed change means the checked record matched at that time; it does not establish that nothing changed between checks.

SOURCE REGISTER / PUBLIC PAGES CHECKED 10 OCTOBER 2026

Evidence links and the limits of each observation.

[S01] KENTRO supplied catalogue
Representative KTR-2610 photo; supplier configuration, not independently inspected.

[S02] Dr. Nutrition Saudi EM 49
Displayed SAR 253.92; crossed price SAR 332.59; checkout, stock and tax treatment not confirmed.

[S03] Be Care Saudi EM 49
Displayed SAR 284.99 / crossed SAR 345; page states tax included; checkout not tested.

[S04] Beurer EM 49 specifications
Manufacturer features; local pack/warranty need retailer confirmation.

[S05] Amazon Saudi pricing
Category fee table; exact KENTRO assignment unknown. Older Easy Ship VAT text needs account-level confirmation.

[S06] SFDA advertising requirements
Version 4.0 / 20 July 2026. Publication date is not a detected monthly change.

[S07] SFDA establishment licensing
Version 2.0 / 15 January 2025; actual partner license status not verified.

[S08] SFDA marketing authorization
Official framework; exact KTR-2610 product permission unresolved.

[S09] OMRON distribution network
Saudi entry lists Zimmo; no KENTRO appointment or interest inferred.

[S10] Zimmo company / new business
New-business contact and branches; footer 2017, reconfirm currency.

[S11] Salehiya solutions
Medical equipment, consumer-health and maintenance positioning; no KENTRO commitment.

[S12] ZATCA import/export VAT guidance
May 2026 edition, section 1.3: standard rate 15%; exact device and fee treatment require qualified review.

Primary retailer, manufacturer, marketplace and authority pages support the stated snapshot. Pages can include older sections or change after access. Prices are displayed observations; exact checkout, licensed activities, KENTRO permissions and commercial interest remain unresolved.

The sample covers two retail offers, one benchmark brand/model, two partner signals and selected frameworks. It is not a comprehensive category, competitor, regulatory or distributor audit.

CUSTOM QUOTATION / PRODUCTS, COUNTRIES AND REPORTING REQUIREMENTS

Ongoing intelligence / monthly retainer

Stay informed after the initial research.

Monitor the agreed products and markets for competitor pricing, offer changes, channel developments, relevant public partner signals and requirements. Receive a concise update explaining what was observed, what it may mean and what to check next.

Discuss Monthly Support
Send your catalogue/SKUs, active or target markets, competitor watchlist and decisions you need the updates to support. Agree scope and fee before monitoring begins.

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Your quotation defines
Products and benchmark models; countries/channels; source coverage; check frequency; report format; delivery dates; alert thresholds; review arrangements and fee.

Your monthly deliverable may include
A decision summary, comparable price charts, evidence-linked observations, detected changes where supported, unresolved questions and an action register. Select the outputs in writing.

Separately agreed work
New full-market studies, paid datasets, buyer outreach, introductions, site visits, legal/regulatory determinations and launch execution are included only when expressly scoped.

Contact and custom workflows
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