

MOS

JAGTREJSER

Cooperation playbook

Who we are?

We are a danish hunting agency with 8 years of experience as an established agency and more than 100 years of hunting experience in our team of hunting consultants.

Combined we have a big experience, and network in Denmark and outside Denmark, from hunting trips around the world on all continents except Antarctica and South America. We want to give these unique experience to other danish hunters.

We will be the hunters' preferred hunting trip provider in Denmark every time

How we work

We work professional with our partners and customers. We do that by keeping our promises and deals to our partners, and not promise more than we can deliver to our customers.

The only way we can do that, is by having clear agreements with our partners, and have all the informations we need to provide our customers with the right and correct informations.

When all this is fulfilled, there is a foundation for an efficient and rewarding cooperation.

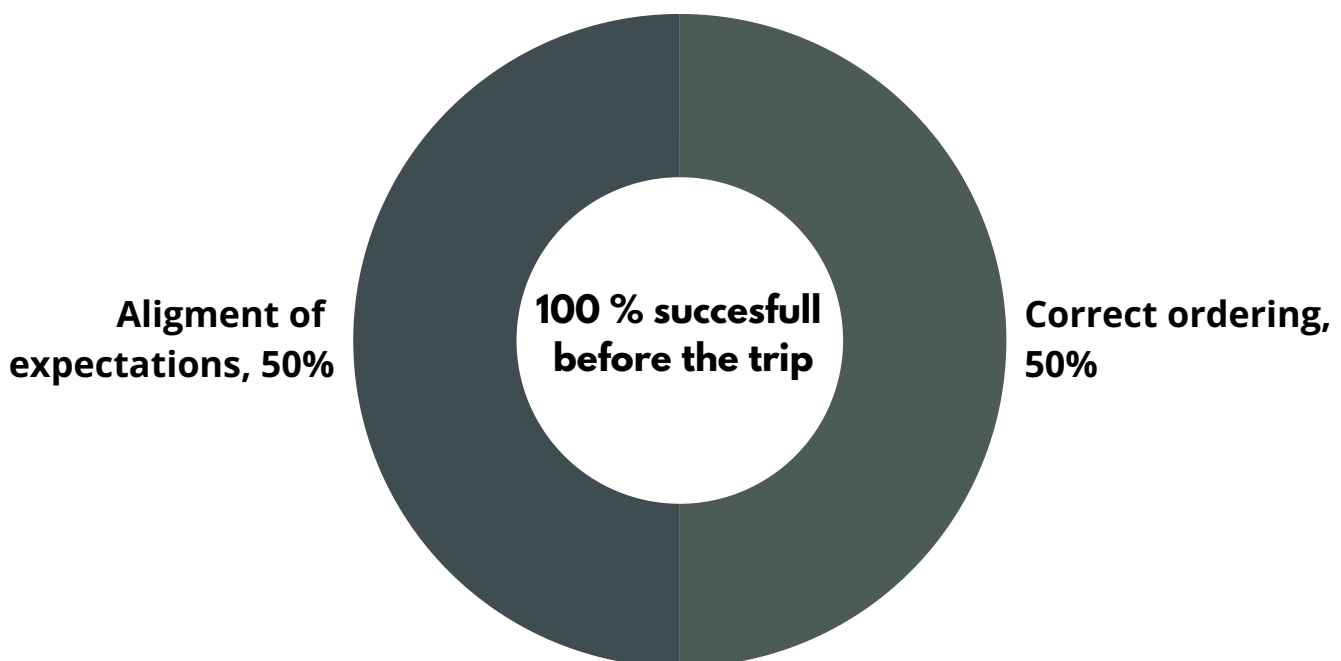
Why we work like that?

Why it's so important for us to fulfill the customers expectation, is simple because it's the best case both economically and humanly. Satisfied customers buy again, with out advertising costs, with lower introduction time, because they already know your company, and word-of-mouth is the best marketing you can get. It also gives more satisfied employees and partners - **Thats why this is very important.**

What makes a hunting trip succesfull?

A hunting trip contains of three phases. **Before the trip**, **The hunting trip** and **After the hunting trip**

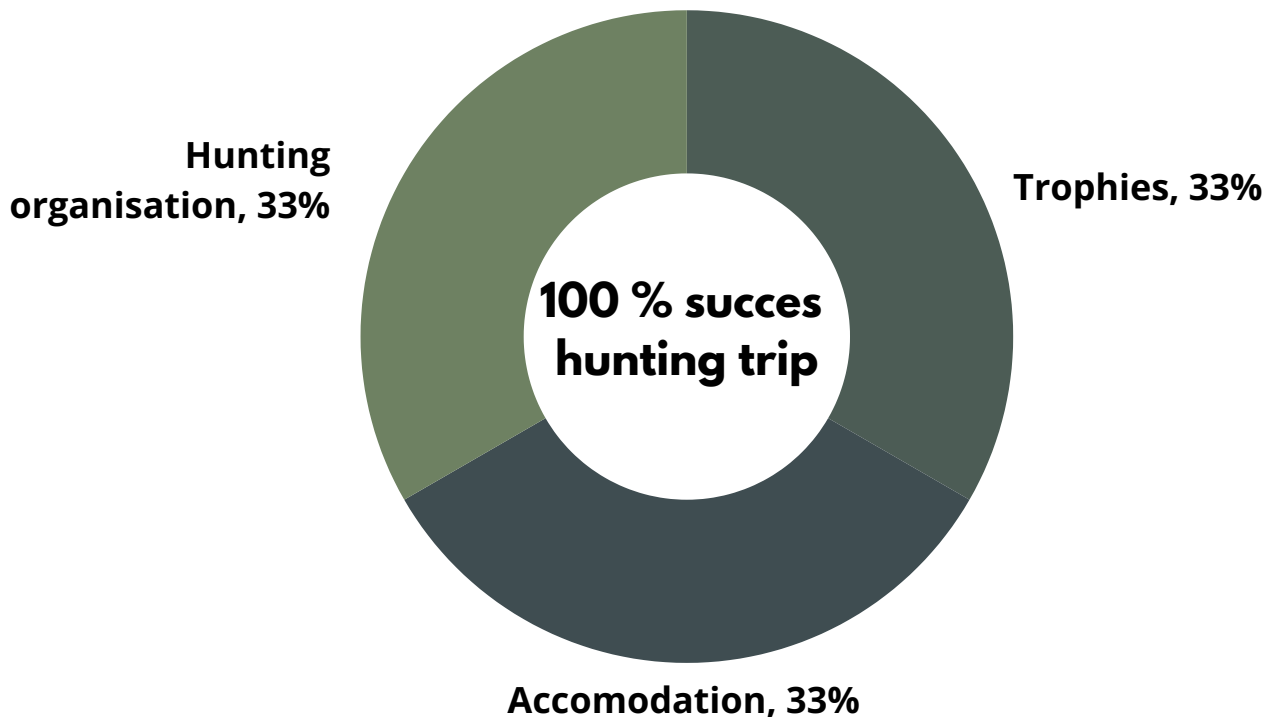
Before the trip, the expectations has to be aligned with the customer, and the hunting trip has to be ordered at our partners with the correct informations.



To secure the **aligment of expectations** with the customers, we, as an agency needs to know exactly how the hunt is organised, what we can expect in trohy size, how is the accommodation and prices for all add-ons etc.

To secure **correct ordering**, we have developed a complex ordering system, which contains all the steps needs to be considered by the consultant, to make sure we dont miss anything in the agreement. And this will also eliminate all oversigths and mistakes in the ordering proces.

The hunting trip, here it is important that the hunting organisation, the trophies and the accomodation fits what the customer expects and what we have sold them in Denmark, on the basis of what information we have from you.

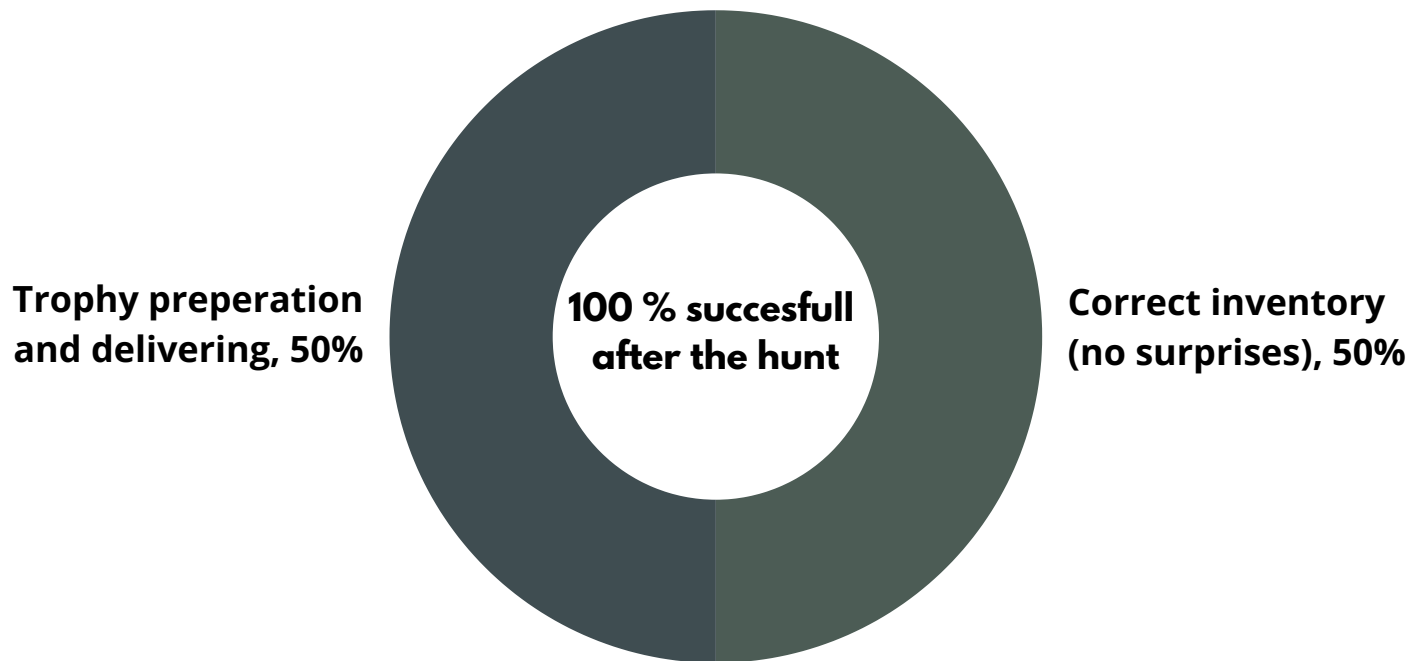


To secure the **Hunting organisation** is living up to the expectations, its imprtant to know if the hunt is from a tower or by walk and stalk or a combination. Is the area someplaces close to cities and houses? Is there any regulations to consider according to the trophies, is it possible to hunt other species and what is the prices? How is the area in general?

To secure the **Trophies** is living up to the expectations, it is always a good thing if it possible to recieve the protocols from earlier years. And be realistic in what trophies to expect.

The **Accomodation** has to be what is promissed. If you know it's sometimes neccesary to change the accomodation, it is important for us to know that, so we can prepare the customer for that in the sales proces, and not when we have sold the trip. It is also important, that with any change of accomodation, it has to be minimum the same standard as the original one. All acoomodations needs to have restaurants and preferably a bar too, ofcourse not if its a hunting lodge.

After the hunting trip, the trip is not over before the customer has their trophies at their house and the last inventory has been sent and the invoice has been paid, with no surprises.



Trophy preperation and delivering, is a really important part. If the customer has a good hunt and is satisfied, everything can be lost if we fail on the trophy preperation and delivering. That's why it's important for us to know, what is the price, and what is the process, so we can prepare our customers. Will they get the trophies after the hunt, do the trophies need to be registered and kept for some time, before getting sent to Denmark, does it depend on the time the animal was shot etc?

Correct inventory is also very important. No one wants economic surprises, when they receive the last inventory. Of course we can not give them the total price before the hunt, because it depends on how much they shoot for example. But the customer needs to be aware of all the costs there is according to the hunt, then they know what to expect from what they have shot. It is also important that the inventory comes relatively quickly after the hunt is executed.