

A PRACTICAL STARTING POINT

A clearer brief. A better conversation.

☐ **Your business**

Company, contact name, business email, country and customer channel.

☐ **The product**

Goat, lamb/mutton or beef; species/classification and any breed preference.

☐ **Format & specification**

Carcass or cuts, chilled or frozen, weight and packaging requirements.

☐ **Quantity & timing**

Indicative quantity with units, buying frequency and preferred timing.

☐ **Destination & role**

Receiving location, import/distribution role and delivery expectations.

☐ **Documents & handling**

Required evidence, pack/labelling criteria, handling and receiving conditions.

Before commitment: agree the final product, price, availability, documentation, payment and delivery terms.
Confirm who is responsible for each part of the transaction.