



# ZANA Network Your Resource for Doing Business in the United States

## Join the

ZANA Network - U.S. State Department Trade Capacity Building Pilot Project and Receive a One Year Free Membership to the ZANA Network



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## **About ZANA Network**



ZANA Network is a dynamic, one-stop menu of high quality sales, marketing and business resources for buyers and sellers.

The United States Department of State and ZANA Network have partnered together to provide you with the resources, services and support that you need to help you do business in the United States and in any country worldwide.

ZANA Network is a global small business marketplace that offers sales, marketing and other business tools and resources for businesses to buy and sell products and services.

We are pleased to welcome you to ZANA Network and the beginning of your <u>FREE 1-Year ZANA Membership</u>!

Welcome to ZANA Network, the world's largest contractual portal.

### Joining ZANA Network

### Join the ZANA Network—U.S. State Department Trade Capacity Building Pilot Project and Receive a One Year Free Membership to the ZANA Network.

#### PLEASE READ U.S. DEPARTMENT OF STATE DISCLAIMERS BELOW

#### **Disclaimer #1:**

The United States Department of State and ZANA Network have partnered together to provide this matchmaking service to U.S. Embassies in select countries where trade capacity building is a high priority. Upon registering your company with ZANA Network, you will be entering a company-to-company arrangement, of which the American Embassy (name) will not be liable for any aspects of future business deals.

#### **Disclaimer #2:**

Embassy programs that provide commercial services to U.S. companies complement USG efforts to promote trade and investment as a major driver of foreign development, economic stability, poverty reduction, and good governance. The Joint Commercial Service-State Post Partnership Program is intended to provide the best possible service to American companies seeking assistance in countries where the Commercial Service has no presence. The following commercial products and services are provided to U.S. companies for a fee under this post partnership program:

International Partner Search; International Company Profile; Customized Market Research; Gold Key Service; and the International Buyers Program

The ZANA Network's matchmaking services help companies enter markets through interaction with local businesses, and should be used by the Embassy to complement the full range of business facilitation services offered the Embassy. ZANA Network's matchmaking services are not intended to be used as a substitute for the branded commercial services listed above, which provide on-the-ground commercial intelligence and hands on support that the Embassy is best suited to provide.

NOTE: Embassy staff will <u>NOT</u> be provided with company-specific password information. If you need help with your user name and password, you must contact ZANA Network Member Support directly at: help@zananetwork.com or info@zananetwork.com or at 1-866-926-2638.

## Joining ZANA Network

- 1. From the ZANA webpage, click on SIGN UP NOW. (Figure 1)
- 2. Fill in the information to register your business with ZANA Network.
- 3. Use the Email Address that has been provided by the Department of State.
- 4. Use Promotion Code: DOS-Uganda

			<u>Figure 1</u>
	<mark>Join Now</mark> / <u>Login</u>	Looking for products / services? Want to place RFPs? BUYER PAGE	Looking for sale Looking for lead SELLER PAGE
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It's easy, straightforward and we d	lon't share your personal information w	ith anyone else.	
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	www.zananetwork	.com	

• Tonga soa • Tavtai mori • Bolje vas nasli • Mwalandiridwa • Piliganimu • Ayubowan • Swaagat • Marhaba • Ahlan wa sahlan • Tukusanyukidde •

## Joining ZANA Network

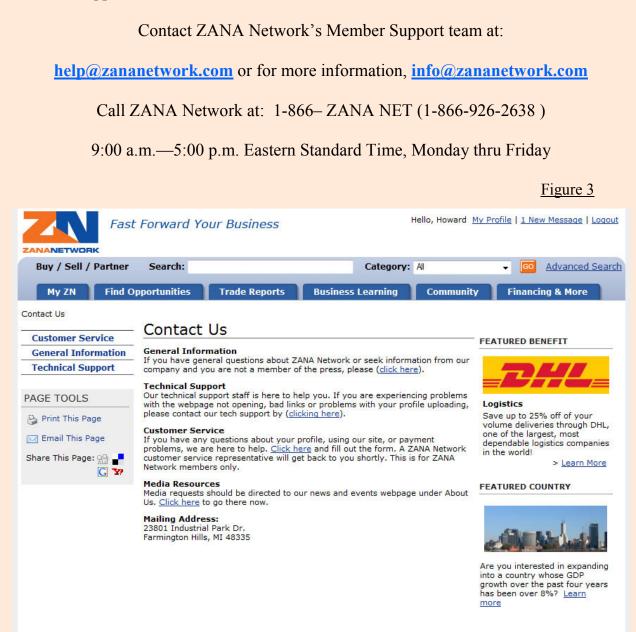
5. The next step is to complete your **Company Profile** (Sample Profile—Figure 2). It is very important to fill out your Company Profile, describe the Products and Services that you are offering, and Requesting any Products or Services that you need. General information such as years in business, annual revenue, business market, industry and payment type help describe your business for others.

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Buy / Sell / Pa	artner Search:		Category	: All	▼ GO	Advanced Searc
My ZN	Find Opportunities	Trade Reports	Business Learning	Community	y Financ	ing & More
ZANA Net	work					Previous Page
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www.zananetwork.com

## How do I contact ZANA Network if I have general or technical questions?

If you have questions about ZANA Network or seek information from our company, click on <u>Contact Us</u> at the bottom of the screen and then go to **click here** under **General Information/Technical Support/Customer Service**. (Figure 3) Fill in the details in the form including user name, first & last name, name of your company, country/state, email address, and comments. Click the **Submit** button to send to ZANA Network's Member Support team.



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## **Doing Business in the United States**

The United States of America is the world's largest marketplace, with hundreds of millions of consumers looking for the best products and services at the lowest prices. It is a huge opportunity for any business regardless of geography. If you are thinking of doing business in the US, ZANA Network provides you with a wealth of information to make sure you make the best decision possible (Figure 4).

ZANA Network provides you with: US Outlook reports that communicate trends of various industries, Statistics reports that provide you with statistics to support the outlook reports, importing guides and contact information for individuals who can help you with doing business in the U.S.

Figure 4

Buy / Sell / Partner	Search:	Ca	tegory: All	GO Advanced Se
My ZN Find O	pportunities Trade	e Reports Business Lear	ning Community	Financing & More
usiness Learning > <u>Guides</u>	> US Import - Export Guide	es		Previous
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Guides	There are incredible oppo	ortunities for U.S. companies look	ing to go global. Statistics re	epeatedly show how small a
Basic Exporting Guide		it significantly when they include porting and exporting than meets		
Digital Economy		ng pertinent, helpful guides provi		i the global marketplace, ut
Exporting to Europe	Tariff Rate Primer - Us	e this information to calculate the	e tariff costs associated with	importing and exporting
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## ZANA Network's Member Support Frequently Asked Questions

Welcome to ZANA Network's member support section created to help answer your questions regarding ZANA Network and the services we offer. We want you to have every opportunity to utilize all of the services your ZANA membership has to offer to help you make money, save money and grow efficiently (Figure 5).

#### **Help Topics:**

About ZANA Network My ZN, My Profile My ZANA Email Account The ZANA Search Engine Business Learning Guides

ANANETWORK Buy / Sell / Partner	Search:	Category: All	← GO Advanced Se
		s Learning Community	
p			
About ZANA Network	Help		
Business Essentials	Welcome to ZANA Network's member support secti	on created to help answer your	HELP SEARCH
Business Guide	questions regarding ZANA Network and the service have every opportunity to utilize all of the services	s we offer. We want you to	
Forums	offer to help you make money, save money and gr		-Keywords-
Global Market Resources	Frequently Asked Questions		Advanced Search
My Profile	Please follow these steps to quickly find an answer	to your question:	FEATURED BENEFIT
My ZANA Email Account	Step 1: Click on a FAQ Topic below. Step 2: Click on a specific question to access the a		
Registration	Step 2: Click on a specific question to access the a	nswer.	
Using the ZANA	FAQ Topics:		ZANANETWORK
Network search	1. <u>About ZANA Network</u> 2. Business Essentials		Video Advertising
Videos AGE TOOLS Print This Page C Email This Page	<ol> <li>Business Guide</li> <li>Eorums</li> <li>Global Market Resources</li> <li>My Profile</li> <li>My ZANA Email Account</li> <li>Registration and Membership Plans</li> <li>Using the ZANA Network Search Engine</li> <li>Videos</li> </ol>		Promote your business by having a top quality commercial produced for television or your own website. Rates 40% lower than most US production and advertising companies! > Learn More
hare This Page: 👷 📕	<u>Contact Us</u> If you are unable to find the answer to your question Member Support team	ons, please <u>contact</u> ZANA's	
	Home   About Us   Help   Site Map   Widgets   Term	s of Use   Privacy Notice   Contact	Us
	© 2008 ZANA Network, LLC - A		US

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## **About ZANA Network**

ZANA Network is here for you. In this section, we cover your questions on everything from who we are and what we do to membership plans and how to contact us for customer service and technical support.

#### 1. What is ZANA Network?

ZANA Network is the premier business portal designed for small and medium enterprises that want to connect with other buyers and sellers, make deals, and turn challenges into opportunities.

- sales opportunities
- buyer opportunities
- financing
- partnerships opportunities
- reliable operational, management, and global business guidance
- group purchasing discounts
- and much more

#### 2. How does ZANA Network help its members?

ZANA Members can purchase products and services from other ZANA members, as well as sell their products and/or services to other ZANA Members.

- Obtain warm leads including 7,000 + government contracts
- Protect accounts receivable
- Global market resources for exporting guidance and specialized reports
- Partnership and alliance opportunities
- Post products and services for sale

#### 3. What is the membership fee?

#### ZANA Network is providing a FREE 1-Year Membership.

#### 4. How is ZANA network useful for small and medium businesses?

ZANA Network is a dynamic online business community that connects SMEs worldwide. ZANA Network provides:

- Sell and buy products and services
- Get access to government contracts
- Find distributors, manufacturers and other business partners anywhere in the United States and in any country Worldwide
- Conduct market research on ideas, products and services
- Expand into new vertical and geographic markets
- Learn how to do business in any country through ZANA Network's Global Market Resources section

## **My Profile**

While completing your profile is an absolute necessity for other members to find you on the network, we recognize that you may have questions on how to make the most of the information you post and request. This section helps guide you through the process.

A completed Sample ZANA Network is provided on the next page, (Figure 6).

- **1. How do I update my User Information?** You can update your User Information by completing the following steps:
  - A. Go to http://www.zananetwork.com/.
  - **B.** Login to your account.
  - C. Click on My ZN (located at the top of the ZANA website).
  - **D.** On the left side of the screen, select *Update Membership Information*.
  - E. The User Registration Information page will be on your screen.
  - F. Go to the Personal Information section.
  - G. Now you can update the information you need to change.
  - **H.** Once you have updated your information, click the *Update* button at the bottom of the screen.

#### 2. Why do I need to fill out my Company Profile?

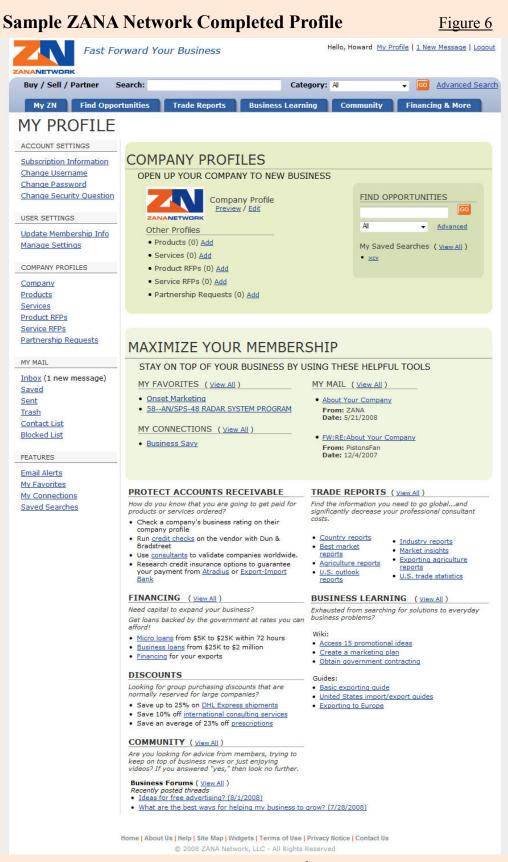
The **Company Profile** is a snapshot of your business, providing key information about the products and services you offer. Even if you have a website, the Company Profile within ZANA's network of businesses will make your company stand out, making it easier for other businesses to find you. Within the ZANA network, you can search for businesses based on geographic location, industry, diversity (minority, women, veteran and disabled American owned business) and also by keywords.

## **3.** What information about my company can other businesses see within the network?

Once you complete the **Company Profile**, you have the option of showing your company name by checking the box **Display Company Name**. If you check this box, your company name will be shown to other businesses. If you leave this box unchecked, your company name will not be seen by other businesses.

4. Where can I find more information on adding Products and Services and/or Product and Service RFP's to My Profile?

Go to www.zananetwork.com/help/myprofilehelp/ to find more information on adding products, services and RFP's to your profile.



## My ZANA Email Account

Your ZANA Network email account is your main method of communication to other ZANA members. (Figure 7)

#### 1. How do I gain access to my ZANA email account?

- A. Go to <u>www.zananetwork.com</u>
- B. Login to your account.
- C. Click on My Profile
- **D.** Under My Mail on the left side of the screen, select Inbox.
- E. From this screen, you can write, read and delete email messages.

#### 2. Can I use my ZANA email account outside of the ZANA network?

No, your ZANA email account can only be used within the ZANA network with other members. The email environment was setup in this manner to protect your privacy, ensuring that you only receive email messages from other ZANA members.

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My ZN F	ind Op	portu	inities	Trade Report	ts Business Learning Comm	unity Financi	ng & More
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Block List			$\sim$	ZANA	About Reported Profile	Company	7/17/2008
Trash							
Settings							

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## The ZANA Search Engine

ZANA Network is an international community where you can find businesses from around the world looking to sell their products and services, find products and services they need, develop strategic alliances and partnerships, and grow. This section gives the broadest view of ZANA Network capabilities to help you find what you need to succeed. (Figure 8)

1. How do you find information to Buy, Sell and Partner within ZANA's network? On ZANA Network's Home Page, you can put in your key words in a Search box and search for Companies, Products, Services, Product Requests, Service Requests and Partnership Requests. There is also an option for performing an Advanced Search or you can search by location, industry or diversity.

#### 2. How do you communicate with the members you find?

Once you search your key words, a list of results will be displayed below the search box. Click on the company you choose, and if you want to pursue the opportunity, click on **Contact this Company**.

		<u>Figure o</u>
	<i>Your Business</i>	Hello, Adam My Profile   2 New Messages   Logout
Buy / Sell / Partner		
My ZN Find Opportunities	Trade Reports Business Learning	Community Financing & More
SEARCH:		
▼ ADVANCED SEARCH ( <u>HIDE OPTIONS</u> )		
Keywords:	Category: select	- SEARCH
Companies Serving Locations:  Global  South America  Australia  Africa  Asia  Europe	Companies Serving Industries:	Diversity Requirements: Minority Owned Business African American Hispanic American Asian Pacific American Subcontinent Asian American Any or None Check All That Apply Woman owned business Veteran owned business Disabled American owned business
(select all that apply)	(select all that apply)	SEARCH
Home Ab	out lie Help   Site Man   Widgets   Terms of lise   Priva	v Notice   Contact IIe

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## **Business Learning Guides**

The Business Learning Guides section was designed to provide you with updated information on every aspect of taking your products and services global. When you decide to engage in international trade, you need to know specifics like market opportunities, sales channels, rules, regulations, business practices, information on understanding cultural issues, etc. (Figure 9)

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