ZEOZGIG + ePRO

THE BUSINESS PLAYBOOK

Set Your Business Up for Life

FIND → ESTIMATE → WIN → PRODUCE → DELIVER → REPEAT

A practical operating model for building opportunity, protecting margin and creating repeat business.

The Operating Model

A business needs two things to survive: opportunity and control. You need a continuous route to customers, suppliers and new business. Then you need a system capable of quoting, winning, producing, delivering and managing that business profitably.

The model
ZeozGig connects you to the market. ePRO helps you run the business you win. Together they create a repeatable commercial cycle: Find → Quote → Win → Produce → Deliver → Repeat.

1. Start With ZeozGig

Do not wait for business to find you.

Build a presence where buyers and sellers can discover what you can do. When joining ZeozGig, bring value to the network by posting a request or listing a product or service.

What you sell

List products, services, equipment, capabilities and expertise. Spare production capacity and specialist skills can become saleable resources.

What you buy

Use ZeozGig when you need something outside your own capabilities. Instead of automatically turning work away, find another business capable of producing it.

2. Build Your Opportunity Pipeline

Pursue the right work

Review opportunities that fit your capabilities. Do not chase everything. Concentrate on work where you have an operational, capacity or cost advantage.

Four questions

Can we produce it? Can we produce it competitively? Do we have capacity? Can we make an acceptable gross margin? If the economics work, move the opportunity into ePRO.

3. Know Your True Costs

Winning at the wrong price is not winning.

Set up ePRO with the real economics of your operation: equipment, production rates, materials, labour, outsourcing, finishing, delivery, overheads, markups and target gross margins.

The objective

Generate a commercially viable price with margin protected, not merely a price that wins the order.

4. Estimate Before You Compete

Use ePRO to test the production route.

Where appropriate, compare presses, materials, production methods, internal production versus outsourcing, previous jobs and established templates.

Choose for margin and execution

The cheapest production route is not automatically the correct route. Determine how your business can fulfil the requirement reliably while protecting the required margin.

5. Quote and Win

You control the commercial decision.

Determine your selling price, terms, who you work with and whether you accept the work.

Keep transaction value between the businesses.

With no commission across trades, the economics of the transaction remain between the businesses doing the work. Once won, the opportunity moves from selling into operations.

6. Turn the Order Into Production

Replace fragmented administration with workflow.

A won order should not disappear into emails, spreadsheets and handwritten instructions. Move it through Estimate → Job → Materials → Purchasing → Production → Delivery → Invoice.

One operational record

Management sees what was sold; production sees what must be made; purchasing sees what must be bought; delivery sees what must leave; finance sees what must be invoiced.

7. Outsource What You Cannot Produce

Your network can extend your capacity.

When a job contains work you cannot economically produce internally, return to ZeozGig. Post the requirement, find suitable businesses and compare your options.

Think beyond owned equipment

Your capability is no longer limited entirely by the equipment inside your building. A reliable supplier network becomes part of your production capacity.

8. Fill Empty Capacity

Turn idle capacity into opportunity.

Every productive hour that sits idle represents capacity already paid for but producing nothing. Use ZeozGig to expose that capacity to the market.

Qualify before quoting

Look for work suited to your equipment, production methods, location, available capacity and cost structure. Estimate through ePRO, protect margin, quote and win.

9. Turn Customers Into Repeat Customers

The first order should lead somewhere.

Once a customer starts ordering repeatedly, use an ePRO private storefront to simplify the relationship.

Digitise repeat business

Give customers controlled access to approved products, pricing, artwork, previous orders, reordering, quotations, delivery locations and order status.

The progression

Marketplace opportunity → Customer → Repeat customer → Storefront customer.

10. Build Your Business Around Three Engines

Engine	Platform	Purpose
1 — New Business	ZeozGig	Find customers, opportunities, suppliers and additional production capacity.
2 — Operations	ePRO MIS	Estimate, protect margin, manage jobs, purchasing, inventory, delivery, invoicing and reporting.
3 — Repeat Business	ePRO Storefront	Make it easier for established customers to keep buying from you.

The relationship

ZeozGig feeds the business. ePRO controls the business. Storefronts retain the business.

11. Create the Flywheel

Find an opportunity on ZeozGig

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Estimate it in ePRO

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Protect your margin

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Quote and win the work

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Manage production through ePRO

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Use ZeozGig where outside production is required

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Deliver and invoice

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Move repeat customers onto a storefront

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Use spare capacity to pursue more ZeozGig opportunities

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Repeat

As the cycle develops, the business accumulates operational knowledge: past estimates become references, past jobs become production knowledge, customers develop ordering histories, products become repeatable, suppliers become known resources, costs become better understood and margins become measurable.

12. The Weekly Discipline

Technology alone will not build the business. Create a routine and operate it consistently.

- **Look for opportunity:** Review suitable ZeozGig requirements.
- **Sell capacity:** Keep your products, services and capabilities visible.
- **Estimate properly:** Run opportunities through ePRO before committing to price.
- **Protect margin:** Do not confuse turnover with profit.
- **Review production:** Know what is late, blocked or waiting for material.
- **Review purchasing:** Source externally where another producer has an advantage.
- **Review customers:** Identify repeat work that should move to a storefront.
- **Review performance:** Understand what you won, what you lost and where you actually made money.

Set Your Business Up for Life

The goal is not to become dependent on one marketplace, one customer, one salesperson, one supplier or one piece of equipment. Build a business with a repeatable system for finding, winning and processing work.

The operating principle

Use ZeozGig to connect your business to opportunity. Use ePRO to understand your costs and operate the company. Use ePRO Storefronts to convert relationships into repeatable digital business.