



NEW DISTRIBUTOR QUESTIONNAIRE

Form No: _____

Date: _____

DISTRIBUTOR INFORMATION

Country : _____

Company name : _____

Foundation year : _____ Ownership : _____

Central office address : _____

Street : _____ City : _____ Zip code : _____

Phone : _____ Fax : _____

Website : _____ Email : _____

Other regional offices & service centers : _____

Banking references : _____

Organization (Attached company profile) : _____ Industry : _____

Organization Chart : _____ Number of Employees : _____

How many sales reps does your company employ? (Direct or through sub-distributors) :

How many service engineers does your company employ?

Supply details of the service support your company can provide? :

MARKET REVIEW

■ Market segment size and your position in the market segment :

■ What manufacturers do you currently carry on an exclusive basis?

■ What are your company total sales in US\$/Euro for the last three years?

■ Description of your marketing activities

■ Analysis of competition in your country

(Total sales by competitors, market share, your purchase target for the next three years)

SERVICE / SUPPORT

- No. of service engineers :

- Are these your direct employees ?

- If not, do you sub-contract to a local service company :

- If not, indicate how you plan to provide service support :

- Have your engineers been trained

- If yes, please provide details:

- Where are the engineers located :

- Any other relevant information :

BUSINESS OUTLOOK

Operating profit for 20XX : _____

Increase in sales due to export expansion : _____

Increase in local market sales : _____

Increase in sales due to higher prices : _____

Reduction in procurement costs : _____

Reduction in personnel expenses : _____

Reduction in other costs : _____

Improved production efficiency* : _____

Initiation/expansion of production of high value-added products : _____

Increase in sales due to exchange rate fluctuation : _____

Decrease in sales due to sluggish exports : _____

Decrease in local market sales : _____

Reduction in sales due to higher prices : _____

Reduction in sales due to exchange rate fluctuations : _____

Increase in personnel expenses : _____

Hike in interest rates : _____

Insufficient price transfer : _____

Increase in fuel costs and utilities (electricity, gas, etc.) : _____

What is the percentage of export sales out of total sales for your local company? : _____

**WHAT COUNTERMEASURE(S) WILL YOUR COMPANY TAKE
(OR IS PLANNING TO TAKE) AGAINST YOUR COMPETITORS? (SELECT ALL THAT APPLY)**

Strengthen r&d capabilities : _____

Expand facilities : _____

Enhance added value of products : _____

Reduce Price : _____

Launch new products or models : _____

Bolster sales and marketing capabilities

(including acquisition of customers in new fields and expansion of the sales network) :

Enhance after-sales service : _____

Improve efficiency of logistics : _____

Focus and concentrate on existing products/operations : _____

Other : _____

QUESTIONS ABOUT FUTURE BUSINESS DEVELOPMENT

What is the most appropriate direction for your company's business development over the next one to two years :

QUESTIONS ABOUT STANDARDIZATION

What standards does your company use when you produce your company's main products? select its affects :

In-house standards which are stricter than any other standards : _____

International Standard : _____

European Standard : _____

Japan Industrial Standard : _____

U.S. Standard : _____

Local Standard : _____