

**TM**

NEW DISTRIBUTOR QUESTIONNAIRE

Form No:

Date:

**DISTRIBUTOR INFORMATION**

Country :

Company name : Foundation year : Ownership :

Central office address :

Street :

City :

Zip code :

Phone : Website :

Fax : 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)

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**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? :

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**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 :

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