

APPLICATION FOR DEALERSHIP

1.# Name and Address of Organisation: _____

Phone No.'s: _____

2.# Local Sales Tax Registration No. _____

3.# Type Please tick

Proprietary () Partnership () Pvt. Ltd () Public Ltd ()

4.# Year of starting Business : _____

5.# Main Business activities : _____

6. Turnover (in Rs. Lacs)

2007-2008 _____

2006-2007 _____

7. Promoters

Name _____

Designation _____

Brief _____

Background _____

8. Professional Strength: _____ Present: _____

Marketing Executive: _____

Customer Support Officers: _____

Others: _____

9. Facilities Available: (Briefly mention existing infrastructure)

a)# Office Space: _____

b)# Showroom space (If available) : _____

10.#What do you perceive as your strengths?(Please tick and give comments if necessary)

Area Comments

Ability to market: _____

Understanding of market segments: _____

Financial Strength: _____

Establishment reputation: _____

11.#Which markets do you feel confident in selling? (Please tick and give your comments if necessary)

Segment Comments

Corporate: _____

Industry: _____

Retail: _____

Education: _____

Govt. & Govt. Undertakings: _____

Others: _____

12.#Are you selling/supporting any other Building material products? Please furnish details :

Product:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

13.#Where do you think you need most support? (Please elaborate)

a)# Marketing support: _____

b)# Others: _____

14.#Your Bankers Name ad Address :

15.#Which geographical areas would you like to cover?

16.#Please give us your estimate of the total potential for our products in your area, in terms of Net sales value for the year:

2008-09

2009-10

2010-11

17.#Do you undertake any local advertising for the various products that you already handle at present? If yes, what is the approximate annual outlay?

18.#What facilities would you expect from us?

19.#To qualify for EG dealership, you are required to invest in sample kits.
Are you willing to make this investment?

20.#Any additional information which may be of relevance?

Declaration:

I/we hereby certify that the information provided above is true to the best of my/our knowledge.

Date: _____

Name and Signature:

(Please affix your company rubber stamp)