

General Details

1. <u>Full details of Trading Name and of any Underlying Corporate Entity;</u>
2. <u>Country of Registration and Business/Corporate Registration details;</u>
3. <u>Directors – names;</u>
4. <u>Number of years established;</u>
5. <u>Number and locations of operating outlets;</u>
6. <u>Three business references for which you currently distribute product. Please provide name of company, contact name & email address;</u>
7. <u>Bank and contact details;</u>

N.B. Please provide a copy of your most recent financial accounts.

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 Chandlers Row
 Colchester, Essex
 CO1 2HG

Vat No: GB 155 4003 40
Company No: 03516247
Registered Office: Unit D E & F, Chandlers Row,
 Colchester, Essex, CO1 2HG



Business Profile

1. History, a brief background of the Company;

2. Management structure;

3. Product range (including any exclusive distribution relationships and how long these have been held);

4. Whether you rely on direct sales force, a distribution network, or both;

5. Number of Sales Force, Distributors, and Customer Service personnel;

6. Warehousing facilities;

7. Trade exhibitions/product displays usually attended;

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8. Strategic relationships with other distributors and/or organisations that would facilitate the distribution of our range;

9. Details of any industry or professional support programmes (e.g. sponsorships, prizes donated, programmes supported);

Countries and Industries Serviced

1. Please list each country in which you have meaningful representation;

2. Any particular regions within each proposed country, which are or are not serviced by you;

3. Which industries do you service?

4. Who are your main competitors?

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Brief Business and Marketing Plan

1. Usual operating margins expected – including your own and any that they would be passed on to sub-distributors;

2. Best point of shipment (air and sea);

3. Brief outline of how you would get our range to the market in the proposed country and industry;

Other

1. Please detail any other points for our attention;

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