



FAX No.: + 49 54 01 87 09 28

DISTRIBUTOR APPLICATION FORM

In order to be able to process your application, please take a moment to complete the following form. Fields with an * are required. The more information you can provide, the better we can assess your company and our mutual chance of success. Thank you.

COMPANY* _____
ADDRESS* _____
ADDRESS _____
CITY* _____ STATE _____
COUNTRY* _____ ZIP/POSTAL CODE* _____
CONTACT NAME* _____
TITLE* _____
TELEPHONE* _____ FAX* _____
E-MAIL* _____ WEB SITE _____
YEAR ESTABLISHED _____

COMPANY PROFILE

1.- What is your main line of business:
 QC Metallurgical Test Equipment Plastics Test Equipment
 Machine Tools Laboratory supplies
 General Sales Other (specify) _____

2.- Is your organization structured for
 Sales Service Both

3.- If sales, how many product lines do you represent? ____
Which are the main companies you represent? *

4.- Does your company have a service department? Yes NO If not,
how would you intend to provide service to your customers? * _____

5.- How many employees work in your company? * _____

6.- How many employees are in your sales department* _____

7.- How many in your service department? _____

8.- Does your company have the infrastructure to sell and import products into your country? Yes No If not, how would you intend to market the products?* _____

9.- Do you sell to both the private and public sector? What percentage to each?
Private _____% Public _____%

10.- Territories covered _____

11.- Do you have any sales and service branch offices? If so, How many and where? _____

PRODUCT INFORMATION

1.- List the active companies in your local OES (Optical emission spectroscopy) market, and your assessment of their market Share.

Company	%	Company	%
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

2.- List in order of importance the main criteria for decision making in your country? (1-6)

- Quality Name
 Service Price
 Delivery Representative

MARKETING INFORMATION

1.- Please list the promotional activities in which you currently participate or plan to participate in, and name them:

Advertising _____
Show (s) _____
Mass mail campaigns _____
Other _____

2.- Do you feel that demonstration equipment is necessary in your country?

Yes NO If not, why not? _____

3.- Is your company willing to invest in demonstration equipment?*

4.- Is your company willing send someone abroad for factory training?*

Yes No

5.- Considering that **Belec** offers a quality product at competitive prices, please provide an estimated sales forecast for the first two years of activities

First year No. of Instruments _____

Second year No. of Instruments _____

6.- What would be your strategy to success with **Belec** in your country?

7.- What do you expect form **Belec** in order to achieve success in penetrating your OES market? _____

place, date

authorized signature