

GENERAL DEALERSHIP APPLICATION FORM

Many thanks for your interest in Universal Engineering & Trading and its Solution based Product range. Please fill in all the fields below and return to the concerned Sales Staff or directly on info@meuniversal.com. A representative will be in contact with you soon.

Territory Applied: _____

Recommended By: _____

Product Interested: _____

BUSINESS CONTACT INFORMATION			
Company name:			
Company Type: Sole/ Firm/ Pvt Ltd / Public			
TIN / CST Number:			
Managing Director(s):		Owner(s):	
Phone:		Fax:	Mobile:
Email:		Website:	
Facebook:		Twitter:	
Mailing address:			
City:		State:	Postal code:
Country:			

COMPANY BACKGROUND			
Number of employees:		Number of years in business:	
Size of existing space:	Sq feet	Primary Business Involved into:	
Do you have warehouse: (provide details)		Do you have after sales / technical team:	
Please describe your company history: (You can include a link if you have history on your website.)			
In which all areas do you cover?	1.	2.	3.
Other companies or dealers you supply to:			
Your current top selling brands:	1.	2.	3.
Licenses held:			
Describe your distribution network (how many own representatives, account managers, how many agents , agents, direct to retail, sub-distributors etc):			

TOP 5 CUSTOMERS

Customer name:	Number of Stores	Brands Sold	Annual Sales
1.			
2.			
3.			
4.			
5.			

MARKETING ACTIVITIES

Do you advertise on TV?		If yes, what is your budget for TV?	INR
Which trade fairs do you exhibit at?			
Which trade fairs do you travel to?			
Other marketing activities you undertake (e.g. in store promotions, online advertising):			

PURCHASING PLAN

Which brands are you interested in purchasing?	
Do you require an exclusive agreement for your region?	
Where do you see the opportunities for the products?	

Expected opening order amount:		Estimated date your first order will be placed (date):	
What is the monthly order you are expected to place?			

PAYMENT TERMS

Universal Engineering & Trading Payment Terms are 100% upfront and delivery within 2 weeks incase stock is unavailable. Credit facility will be provided on case to case basis with Dealer crossing minimum 1 year as dealer and provided business sales for consideration. Additional charges may apply if labelling and translations are required.

DEALERSHIP DECLARATION

The above information I have provided is true and correct at the time of submission. I understand that this form is not a contract for distribution with Colorific. I understand that this application will be assessed and I will be contacted by a representative of Colorific and informed of the outcome.

Name:		Name:	
Title:		Title:	
Date:		Date:	