

SALES REP APPLICATION FORM

- Use one answer per line
- Use an attached extra sheet when answers require more lines.

Company Name: _____

Address: _____ City: _____

State: _____ Country: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Contact Person: _____ Email Address: _____

Country of Distribution: _____

Name of principal: _____

Date of birth: _____

Nationality: _____

Resident or national of territory: _____

DEMOGRAPHIC INFORMATION OF YOUR TERRITORY.

(use duplicate sheet if seeking more than one country).

Total population: _____

Number of visitors annually: _____

Name of major cities and/or resort areas with number of population in each city or major resort area:

GENERAL INFORMATION

What year was your company established? : _____

_____ How many full time

employees are on your payroll? : _____ How many sales reps do you

have?

What other brands do you carry _____

*Do you import any other brands of watches and jewelry? : YES NO

If YES, please list: _____

Do you import any other products? : YES NO

If YES, please describe the products:

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*Do you have your own warehouse or do you use an external facility?

*Do you have your own after sales service center or do you use an external facility?

Please list a breakdown of accounts by type:

Nationwide		Your Clients
_____	# of Specialty store accounts	_____
_____	# of Gift store accounts	_____
_____	# of Airport store accounts	_____
_____	# of Surf shop store accounts	_____
_____	# of Golf pro shop accounts	_____
_____	# of Jewelry store accounts	_____
_____	# of Department store accounts	_____
_____	# of Duty free stores	_____
_____	# of boutique	_____

Please name the main ones: _____

_____	# of Other accounts	_____
_____	# of Accounts owned by you	_____

Who are the target end-customers of your retailers? :

Please list their major brands: _____

*Please list indirect competitors.

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* Strengths and Weaknesses of each competitor:

*Strengths and Weaknesses of our Collections.

What type of distribution channel do you intend to sell our products? :

What Type of advertising means are the most used in your country for watches and Jewelry?

Do you have an internal marketing department?: YES NO (elaborate if yes)

How do you intend to position our line in your Territory?

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How do you intend to launch our line in your Territory?

Please annex possible Advertising plan and Public Relations plan for the launch and for the 1st year of distribution* (for distributors only):

PRICING ANALYSIS

*What is the price range of possible competitors.

Assume an EXW price of \$100.00. Give us a detailed analysis of the costs involved to get this item all the way to the final retail price in your country.

We ship indifferently from 3 distribution centers Houston, TX – Miami, FL – St Maarten Dutch Caribbean.

- Ex Factory price:	100.00	100.00	100.00
- Select your currency: US\$ €			
- EXW location:	Houston, TX	Miami, FL	Hong Kong
- Air freight to destination:	_____	_____	_____
- Landed cost:	_____	_____	_____
- Additional cost (Duties, etc):	_____	_____	_____
- Distributor margin:	_____	_____	_____
- Retailer margin:	_____	_____	_____
- Retail selling price to customer:	_____	_____	_____
- VAT or Sales Tax	_____	_____	_____
- Retail price tax included	_____	_____	_____

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SALES PLAN

Three years projections for :

Select your currency: US\$ €

# Points of Sale	#of Units	Sales volume
Year 1: _____	_____	_____
Year 2: _____	_____	_____
Year 3: _____	_____	_____

*** Use the same projections if you are seeking a territory that comprises more than one country.**

# Points of Sale	#of Units	Sales volume
Year 1: _____	_____	_____
Year 2: _____	_____	_____
Year 3: _____	_____	_____

# Points of Sale	#of Units	Sales volume
Year 1: _____	_____	_____
Year 2: _____	_____	_____
Year 3: _____	_____	_____

FINANCIAL INFORMATION

Bank Name: _____

Address: _____ City: _____

State: _____ Country: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Bank officer/s: _____ Email Address: _____

Type of bank account: _____CHECKING _____SAVING _____BOTH

Checking account number: _____

Saving account number: _____

Bank swift number: _____

Bank telex number: _____

Person responsible for payment: _____

Dunn and Bradstreet # : _____

International Dunn and Bradstreet # : _____

Preferred method of payment: Cash in advance C&I - L/C* Credit card*

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*(Confirmed and irrevocable Letter of Credit for over \$250,000 all cost born by you, credit card charges born by you)

Please list five credit references with whom you are currently doing business:

1) Company Name: _____

Address: _____ City: _____

State: _____ Country: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Contact Person: _____ Email Address: _____

Annual purchases/sales in US\$: _____

2) Company Name: _____

Address: _____ City: _____

State: _____ Country: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Contact Person: _____ Email Address: _____

Annual purchases/sales in US\$: _____

3) Company Name: _____

Address: _____ City: _____

State: _____ Country: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Contact Person: _____ Email Address: _____

Annual purchases/sales in US\$: _____

4) Company Name: _____

Address: _____ City: _____

State: _____ Country: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Contact Person: _____ Email Address: _____

Annual purchases/sales in US\$: _____

5) Company Name: _____

Address: _____ City: _____

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State: _____ Country: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Contact Person: _____ Email Address: _____

Annual purchases/sales in US\$: _____

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SHIPPING INFORMATION

Preferred carrier: _____ Preferred method of shipping: _____

Do you have a preferred shipping Agent? : YES NO

If YES, please complete agent information:

Agent Name: _____

Address: _____ City: _____

State: _____ Country: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Contact Person: _____ Email Address: _____

Special shipping instructions:

Special packing instructions:

Do you need: _____ Packing list
_____ Commercial invoice
_____ Air Way Bill (AWB)
_____ Bill of lading (B/L)
_____ Certificate of origin (C/O)
_____ Cites Certificate (C/A) or yet Certificate of Authenticity
_____ Export declaration
_____ Other (please explain) :

Other information that you might find interesting to communicate with us: _____

Handwrite the following statement: " This information is true and correct to the best of my knowledge. I hereby authorize Denizen World® to verify the references I'm providing here above".

Handwrite name _____

Date and signature _____ / _____ / _____