

Distributor questionnaire

Dear Madam/Sir,

We would appreciate a few minutes of your time to fill out the attached questionnaire and return it to info@skross.com. Please put "Distributor questionnaire" in the subject line.

In Step 1 we ask you to provide us with some general information about your company and your interest in the SKROSS brand.

We will consider this information, to make a decision how your company matches our distribution strategy.

In Step 2 we ask you to forecast your sales projections of SKROSS products (further information, such as a price list will be provided at this time.)

The information you supply will allow us to better understand your company and the market you are operating in. It will also enable us to determine your suitability as a SKROSS distributor to ensure a mutually beneficial working relationship.

We thank you in advance for your participation and look forward to working with you.

Step 1. Company profile

Brand Alignment

1	What do you hope to achieve by having SKROSS in your brand portfolio?	
2	Why is your company the right distributor for SKROSS? Please provide any business records that would support this.	
3	Which product categories in the SKROSS range are you interested in?	

General

4	What is your company's annual sales in USD?	
5	How long have you been in consumer electronics or the travel business?	

6	Do you work directly with retailers or through distributors? Please detail your distribution network or channels.	
7	Are you in promotional business? In which countries?	
8	Please detail the ordering, delivery and payment terms that are customary in your business.	

Scope of Territory

9	What geographic area (countries) does your company cover?	
10	Which partner companies do you have in these countries?	

Brand Portfolio

11	Which brands does your company distribute exclusively?	
12	Which products does your company distribute (exclusively and non-exclusively), that compete with the SKROSS line of products?	

Promotion of the SKROSS Brand

13	Please outline the marketing strategy your company would utilize to promote SKROSS?	
14	How do you intend to develop the SKROSS brand in your market(s)?	

Step 2. Sales projections

		Turnover in USD (based on distribution prices)		
		Year 1	Year 2	Year 3
Country 1	Channel or customer 1			
	Channel or customer 2			
	Channel or customer 3			
Country 2	Channel or customer 1			
	Channel or customer 2			
	Channel or customer 3			
Country 3	Channel or customer 1			
	Channel or customer 2			
	Channel or customer 3			
Country 4	Channel or customer 1			
	Channel or customer 2			
	Channel or customer 3			