|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Company Name: |  | | Address: |  | | City: |  | | ZIP code: |  | | Province: |  | | Website: |  | | |  |  | | --- | --- | | Contact Person: |  | | Role: |  | | Land Line: |  | | Mobile Phone: |  | | Fax number: |  | | Email Address: |  |   : |

1 - Feasibility Study Form

|  |
| --- |
| Questo documento ha l’obiettivo di fornire le informazioni necessarie a definire il miglior approccio alla valutazione di fattibilità e alla ricerca di potenziali interlocutori locali, per le missioni commerciali. Compilare accuratamente questo form significa migliorare le attività del consulente in loco, aumentando le probabilità di successo dello scouting. In particolare per i settori più tecnici, è talvolta utile individuare chi è l’utilizzatore finale, per poi risalire la catena distributiva fino all’individuazione delle aziende obiettivo. Ad esempio, per un componente industriale, è importante comprendere in quali macchinari viene normalmente impiegato e quali industrie comprano, quindi, quel materiale. Per questa ragione non viene richiesta semplicemente un’informazione riferita al prodotto che commercializzate ma anche delle informazioni aggiuntive. **Viene gentilmente richiesto di compilare il documento in inglese.** |

|  |  |  |  |
| --- | --- | --- | --- |
|  | COMPANY INFORMATION | | |
|  | | | |
| INDUSTRY | | | |
| Industrial sector  Textile – Fashion  Plastic - Rubber  Metallurgy  Mechanical | | Engineering  Wood - Furniture  Food – AgroIndustry  Building Materials and Services  Pharmaceutical – Medical Equip. | Chemistry  Services  Consumer Goods  Others: |

|  |  |  |  |
| --- | --- | --- | --- |
| Start of Activity (Year): | |  | |
| Workforce (n.): |  | |  |
| Turnover (Mln. €) | Export Turnover (%) | | Revenues from Contract (%) |
| 2014: | 2014: | | 2014: |
| 2015: | 2015: | | 2015: |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | GEOGRAFIC AREA | | | | |  |
| MACRO GEOGRAFIC AREA SPLIT | | | | | | Use this area to indicate how your turnover is split per main geografic area. |
|  | | | | | |  |
|  | | 0-15% | 15-40% | 40-60% | 60-100% |  |
| Italy | |  |  |  |  |  |
| Europe | |  |  |  |  |  |
| Asia | |  |  |  |  |  |
| Usa and Canada | |  |  |  |  |  |
| Latin America | |  |  |  |  |  |
| Mediterranean | |  |  |  |  |  |
| Middle East | |  |  |  |  |  |

|  |  |  |
| --- | --- | --- |
| COUNTRY SPLIT | | List down the key Countries where you distribute your products and services |
|  |  |  |
| Country | Country | Country |
| 01: | 05: | 09: |
| 02: | 06: | 10: |
| 03: | 07: | 11: |
| 04: | 08: | 12: |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | DISTRIBUTION | | | | |  | | | | |
| DISTRIBUTION MODEL | | | | | | | Flag the way you **usually** distribute your products and services | | | |
|  | |  |  |  |  | | |  |  |  |
|  | | never | sometime | often |  | | | never | sometime | often |
| Branch | |  |  |  | Direct (Contract) | | |  |  |  |
| Agent | |  |  |  | Direct (Retail/Consumer) | | |  |  |  |
| Sole Importer - Distributor | |  |  |  | Franchising | | |  |  |  |
| Multi Distributor | |  |  |  | Joint Venture | | |  |  |  |
| Direct Distribution | |  |  |  | Other: | | |  |  |  |
|  | |  |  |  |  | | |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| OTHER | | | Please use this section to further information that are relevant to better understand your business and your distinctiveness (country of production, patents, etc) | |
|  |  |  | |  |
|  | | | | |

|  |  |  |
| --- | --- | --- |
|  | COMPETITOR ANALYSIS |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| MAIN FACTOR OF COMPETITIVENESS OF YOUR COMPANY: | | | Consider the global market as a benchmark for your products and services to fill this section | |
|  |  |  | |  |
| Design |  | Range of Products | |  |
| Quality |  | Brand | |  |
| Technology |  | Other | |  |
| Value for Money |  |  | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PRICE POSITIONING OF YOUR COMPANY: | | | | | | | | Consider the global market as a benchmark for your products and services to fill this section | | | | |
|  | |  | | | |  | | | |  | | |
|  | | |  | |  | | Chinese – Turkish price positioning | | | | | |
| 1 - premium |  | | 2 - |  | 3 - |  | 4 - | |  | | 5 – low price |  |
|  | |  | | | |  | | | |  | | |
| COMMENTS: | |  | | | |  | | | |  | | |
|  | | | | | | | | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| OTHERS | | | Please use this section to further information that are relevant to better understand your business and your distinctiveness (country of production, patents, etc) | |
|  |  |  | |  |
|  | | | | |

|  |  |  |
| --- | --- | --- |
| MAIN COMPETITORS | | List the brands that are direct competitors to you, per design, quality, Techology and price |
|  |  | |
| Company Name | Country | |
| 01: |  | |
| 02: |  | |
| 03: |  | |
| 04: |  | |

|  |  |  |
| --- | --- | --- |
| INDIRECT COMPETITORS | | List the brands that are not direct competitors to you but they represent an alternative to your products and services. They might be cheaper in price, offer different technology for the same utilization, etc. Add a comment to explain the main difference between your offer and theirs |
|  |  |  |
| Company Name | Country | Comment |
| 01: |  |  |
| 02: |  |  |
| 03: |  |  |
| 04: |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| GLOBAL COMPETITIVENESS | | European products and services suffer more and more the competition from far eastern Countries and emerging markets. Use this section to explain theirs and yours strenghts and weaknesses. | |
|  |  | |  |
| **Country** | **Their Strenght** | | **Your Strenght** |
| China |  | |  |
| Turkey |  | |  |
| Other |  | |  |
| Other |  | |  |

2 - Partner Research Form

|  |
| --- |
| * Previous Experience in the local market (if any): |
|  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| * Is your company in contact with local companies? | Yes |  | No |  |
| * Would you like to contact any specific company? | Yes |  | No |  |

|  |  |  |  |
| --- | --- | --- | --- |
| If yes, specify the name and the address: | | | |
|  |  |  |  |
| **Name** | **Contact Person** | **Telephone Number** | **email** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| * Is there any specific company you want NOT to contact? | Yes |  | No |  |

|  |  |  |  |
| --- | --- | --- | --- |
| * If yes, specify the name and the address: | | | |
| **Name** | **Contact Person** | **Telephone Number** | **email** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| DISTRIBUTION MODEL | | | | | Use this section to indicate the distribution model you target in the Country of the Partner Research | | | |
|  |  |  |  |  | |  |  |  |
|  | **Not interested** | **To be evaluated** | **Ideal** |  | | **Not interested** | **To be evaluated** | **Ideal** |
| Branch |  |  |  | Direct (Contract) | |  |  |  |
| Agent |  |  |  | Direct (Retail/Consumer) | |  |  |  |
| Sole Importer - Distributor |  |  |  | License | |  |  |  |
| Multi Distributor |  |  |  | Joint Venture | |  |  |  |
| Manufacturer |  |  |  | Other: | |  |  |  |
|  |  |  |  |  | |  |  |  |

|  |  |
| --- | --- |
| * Describe briefly the profile of the partner you would like to meet: | Use this section to indicate what kind of companies you are looking for, what they do, which kind of products, services, brands they currently deal with, etc |
|  | |
|  | |

|  |  |
| --- | --- |
| * If your target partner is an importer/distributor, please mention which other products it usually sells together with yours (IMPORTANT) | This section is meant to support the scouting activity, to identify potential partners that are not active on your categories but they might be interested in enlarging their product portfolio, having the necessary business structure and commercial channel |
|  | |
|  | |

|  |  |
| --- | --- |
| * Describe briefly the profile of the partner you would like to meet (only for Contract oriented companies) | Indicate the kind of companies you would like to meet to explore contract (direct supply) opportunities |
|  | |
|  | |

|  |  |
| --- | --- |
| TRAINING – SEMINARS - WORKSHOPS |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| * Training: are you interested in performing training sessions to potential customers, professionals or influencers, in order to offer a better understanding of your products/services so to improve your business opportunities? | Yes |  | No |  |

|  |  |
| --- | --- |
| * If you answered yes to the previous questions, please explain the way a training session should be structured and to whom it should be addressed |  |
|  | |
|  | |

|  |  |  |
| --- | --- | --- |
| PROFILING REQUIREMENTS1 | |  |
| * List the key information you need to know about the local counterparts to allow a proper evaluation (IMPORTANT) | This section will orientee the trade analyst to make sure she/he gather the proper information from the target market. | |

|  |  |  |  |
| --- | --- | --- | --- |
| Years of experience |  | Factory Info |  |
| Main activity/field |  | Production info |  |
| Registration and Import capability |  | License |  |
| Territory Coverage |  | After Sales team |  |
| Distribition Channel |  | Looking for industrial partnership |  |
| Brands distributed |  | Other: |  |
| “Made in” of the brands distributed |  | Other: |  |
| Show-room |  | Other: |  |
| Client typology |  | Other: |  |
| Project typology |  | Other: |  |
| Project history |  | Other: |  |
| Projects per year |  | Other: |  |
|  | | | |

1 Please note turnover data, manpower, purchase value might be challenging information to be collected

## CE cmyk*Per informazioni*

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Fax 011 6965456

