



CHERY PHILIPPINES



Business Questionnaire


For Potential Dealer

Applicant:

Area:

Date:



	Application for Sales & Marketing					
Basics information	Country		City			
	Company Name		Legal Representative			
	Mail Address		Registered Capital			
	Corporate Nature		Founding Time		Bank Credit Rating	
	Business Scope					
	General Manager		Telephone No.			
	Project Contact Person		Telephone No.		Mobile	



	E-mail		Fax No.				
	Number Of Employees		Annual sales quantity (unit)		Annual sales turnover (US\$):		
	Resume Of Major Managements	Name	Present Post	Education	Working Experience		Previous Posts
	General Staff Current Employees Number	Sales					
		Manager					
		Sales person					
		After-Sales Service					
		Managerial Personnel					
Claim Handlers							
Repair Personnel Service							
Parts Personnel							
Others							
Population Of The Area							

Capital Composition (Unit: USD)	Shareholder (Name)	Investment Amount		Percentage
Assets (Unit: USD)		Fixed Assets		
		Floating Assets		
		Goods in Stock		
		Others		
	Total			
Application Type				
Construction Nature				
Existing Construction Area (M²)		Existing Land Area (M²)		



Your business plan to act as Chery's Dealer in your market:

Business Plan For Chery Brand

1. What is your sales concept?

2. How to improve customer satisfaction?

3. What is the essence of customer relationship management?

4. What is your new vehicles launch plan? Advertisement campaign?

5. Network set-up:

1) Show Room & Location?

--Existed

	2) Service Station & Location? --Existed	
	3) Spare Parts Warehouse & Location? --Existed	
	4) Staff for Chery Brand ? (Specification with Organization Chart)	



5) Investment for Chery Brand?					
6) Interested Chery Model?					
6. Which kinds of CHERY model would you like to sell? What's your sales volume in annual?					
Models	2007	2008	2009	2010	Remark
QQ					
A160					
Tiggo					
V5					
A5					
Others					

Note:

8. Promotional activities for the year 2008:

	Contents	Date	Remarks
Act.1			
Act.2			
Act.3			
Act.4			
Act.5			
Act.6			
Act.7			



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Note: Kindly fill-up this form and send it to Oppen Building, 349 Sen. Gil Puyat Ave., Makati City.