

ALLEGATO 2 - COMPANY PROFILE

Da compilare DIGITALMENTE e mandare via e-mail a fiere@italiantextstyle.it

ATTENZIONE: il presente questionario è di estrema importanza, poiché ci consente di operare un'accurata selezione del target di clienti da incontrare. Si prega di compilarlo dettagliatamente. È possibile anche allegare materiale, informazioni, brochure, ecc.

Il questionario è in inglese perché non tutti i nostri corrispondenti in U.A.E. parlano italiano. Se preferite compilarlo in italiano, ci occuperemo noi della traduzione gratuitamente.

1. COMPANY DETAILS

Company name:	
Web site:	
Founded in:	
N. employees:	
Annual turnover:	Total: €
	Domestic: €
	Export: €

2. COMPANY AND PRODUCTION DESCRIPTION

Description of the company

Description of products and services
Please, specify the percentage of each product/service in relation to the total production

Product details (e.g.: Minimum order, delivery time, delivery condition, etc)

3. MARKET POSITIONING

Price range. Please, specify the price range per type of production	
<input type="checkbox"/> Low range. Price range:	Medium-High range. Price range:
<input type="checkbox"/> Medium/Low range. Price range:	High Range. Price range:
<input type="checkbox"/> Medium range. Price range:	Luxury range. Price range:

4. MOST RELEVANT FACTORS OF COMPETITIVENESS

Factors of competitiveness. Please, specify the factors of competitiveness of your products	
<input type="checkbox"/> Design	<input type="checkbox"/> Wide range of products
<input type="checkbox"/> Quality	<input type="checkbox"/> Customization
<input type="checkbox"/> Technology	<input type="checkbox"/> Other (Please, specify):
<input type="checkbox"/> Price / quality ratio	

5. PRESENCE IN OTHER FOREIGN COUNTRIES

Does your company export to other foreign countries?	<input type="checkbox"/> No <input type="checkbox"/> Yes
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Please specify countries, exported products and any other relevant detail related to the foreign countries your company exports to:		
Foreign country	Exported products	Presence on the market (direct presence, agents, representatives, distributors, franchise, joint venture, others)

Type of foreign clients (if your company already exports):

Has your company participated to national/international exhibition in the last 5 years?			
<input type="checkbox"/> No <input type="checkbox"/> Yes → Please, specify the exhibition your company took part in			
Exhibition name	City	Year	With your single booth / your agent-distributor-representative's booth

Main competitors worldwide		
Company name	Country	Web site

6. MARKET INFORMATION

Has your company ever done business in the UAE?
 No
 Yes → Please, specify (participating to exhibitions/missions, symposiums, direct sales, etc.)

In Saudi Arabia?
 No
 Yes → Please, specify (participating to exhibitions/missions, symposiums, direct sales, etc.)

In Qatar?
 No
 Yes → Please, specify (participating to exhibitions/missions, symposiums, direct sales, etc.)

Does your company already have clients in the UAE?
 No
 Yes → Please, specify if you want to meet them and provide more details:

In Saudi Arabia?
 No
 Yes → Please, specify if you want to meet them and provide more details:

In Qatar?
 No
 Yes → Please, specify if you want to meet them and provide more details:

Please specify the target client you would like to meet during the commercial mission

<input type="checkbox"/> Distributors	<input type="checkbox"/> Showroom
<input type="checkbox"/> Importers	<input type="checkbox"/> Interior designers
<input type="checkbox"/> Agents	<input type="checkbox"/> Architectural firms
<input type="checkbox"/> Final clients	<input type="checkbox"/> Others. Please, specify:
<input type="checkbox"/> Contractors	

Other useful information that can help to identify the target client/the foreign counterparts:

Counterparts you would NOT like to meet:

Languages spoken by participants to the mission:

Please attach any relevant material (company presentation , pictures, brochures, catalogues, other)

Date: ____/____/____

Name of the person who filled the form: