**PROSPECTIVE DISTRIBUTOR QUESTIONNAIRE**

We thank you for your interest in HI-SPEED / DELTA LUBRICANTS and moreover your inclination to be a distributor and partner for DELTA lubricants in your country.

In order to familiarize with your company and your good self and to get a better understanding of your intentions, please find below a simple questionnaire that need to be filled up by you in detail with precise information.

You may wish to fill up the form in this document itself or submit a separate document or presentation. However, please ensure that all queries in this questionnaire are covered incase you are submitting a separate document.

Once you have completed the questionnaire and furnished all documents as stipulated kindly forward it back to us for evaluation.

1. **Section 1:**

Current Company/business information:

Please provide the following information on the basis of the below mentioned points:

1. Country of operation.
2. Company Name.
3. Postal address:
4. Physical location address.
5. Telephone numbers:
6. Contact person / designation / mobile number:
7. Company registration / Trade License number (please attach a copy of registration and incorporation )
8. Company business structure, i.e.
   1. Sole proprietorship
   2. Partnership
   3. Limited liability corporation
   4. Private limited company
   5. Non limited corporation
   6. Government agency
9. The names of principal owners/share holders
10. The brief description/nature of current business. (Please attach copy of company profile and company brochure ).
11. The names of principal bankers address and contact details. (Please attach bankers reference )
12. The annual turnover of your current business in US Dollars equivalent. NA
13. **Section 2:**

Lubricants Market Information:

This section has simple queries on the lubricants market in your country. Please furnish the following information-

1. What is the market size of the lubricants industry in your country? ( If available with you please provide break up of all segments i.e. Industrial/commercial/retail/marine and their further subdivisions into transport/construction/manufacturing/workshops/garages/spare part shops etc. Please provide market sizes in each channel as a percentage of the total market size.)
2. Which are the main brands competing in this industry and what are their respective market shares.
3. What are the import regulations for lubricants in terms of specifications, package and label requirement?
4. What are the applicable import duties and other applicable taxes with regards to lubricant importation?
5. What are the products that are sold in your market in terms of SAE viscosities, API specifications, and Package sizes? Please indicate for the Gasoline engine oils, Diesel engine oils, four stroke and two stroke motorcycle oils, automotive gear oils, automatic transmission oils, brake oils and coolants. Please follow the Format type given below. DEO – API CI4 / CI4+,15W40, API CH4, SAE 40, GEO – API SL/SM 20W50, API SN 5W40 / 5W30; 2W/3W – API SL 20W50

**Price Study** :

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Top 10 Types of Lubricants being Sold in the retail market | Competitor Name :  ………………..  Price in USD at which it is sold to Consumer | Competitor Name : ……………… Price in USD at which it is sold to Consumer | Competitor Name : ……………….. Price in USD at which it is sold to Consumer | Competitor Name : …………….. Price in USD at which it is sold to Consumer |
| Example : Diesel Engine Oil (DEO ) SAE 50 in Drums of 209 L. API CF |  |  |  |  |
| Example : DEO SAE 15W 40 in Cartons of 6 X 5 L API CH4 |  |  |  |  |
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\* For any Lubricant used in Price Study it is mandatory to give the respective API and / or SAE Specification for complete evaluation

Please convert all prices to US Dollars for easy understanding.

1. **Section 3:**

Lubricants Experience:

If you are already a lubricants distributor, please answer the following:

1. What brand are you currently distributing?
2. Are you a sole distributor?
3. What is the volume that you have achieved over the last three years? Please provide annual break up in terms of the different market segments if possible.
4. Please inform the Brand positioning of this product.
5. What is your current distribution set-up i.e. warehousing, logistics, distribution and delivery mode?
6. How many delivery vans/trucks do you have?
7. Please explain in detail the geographical area of coverage. Please give in details .
8. How many sales people do you have? How many sub dealers/sub distributors do you have. Please give their locations.
9. What are the channels/segments of the market do you operate in. Please provide break up in comparison to your total business.
10. What and to how much extent does the lubricant brand owner support your business in regards to marketing, promotions and technical etc?
11. How often do the representatives of the brand owner visit you or your customers?
12. What is your current mode of payment and the agreed credit terms with your principal?
13. **Section 4**
14. Are you ready to work in a mutually exclusive partnership with DELTA Lubricants ? That is you sell only DELTA ?
15. If you are ready to sell only DELTA, why would you like to give up your existing Lubricant distributorship?
16. **Section 5:**

YOUR PROPOSAL:

1. How do you see the distribution of DELTA lubricants fitting in with your current business?
2. What is the Volume of business which you feel can be achieved in the 1st year , 2nd Year and 3rd year of Business ? All in terms of Litres.
3. How do you propose to promote and market the DELTA brand? Please attach a detailed proposal based upon:
   1. Proposed company :
   2. Proposed company structure
   3. Proposed Capital investment and working capital to be injected.
   4. Three year volume forecast.
   5. Proposed products from the DELTA range that will be promoted.
   6. Proposed strategic and tactical plan highlighting the details sales, promotion and advertising plan.
   7. Proposed market coverage in terms of the various segments.
   8. Distribution strategy.
   9. Marketing Plan and Marketing Activities in the first 12 months –
   10. Cost of budgeted Marketing expenses in first 12 calendar months.
   11. Geographical penetration.
   12. Proposed mode of payment and credit terms.
   13. Support required from DELTA.

Please submit the above information for us to evaluate and revert back to you.

Thank you

For DELTA LUBRICANTS