



DATE :

We are very interested for a future cooperation with a Local Distributor to distribute Lumiprobe 24 tests. To start, we should have some information about your company and we hope you could answer to our underneath questionnaire. Thank you very much.

Frederic MOREL Export manager

QUESTIONNAIRE TO POTENTIAL DISTRIBUTOR FOR EUROPROBE SA

- **TERRITORY** :
- **COMPANY NAME** :

- **ADDRESS** :
-
- **PHONE** : **FAX** :
-

- **E mail** :

- **Main Contact Name** :

I - HISTORY of YOUR COMPANY

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.....
.....
.....

II - ACTIVITY of YOUR COMPANY

Area of expertise :

.....
.....
.....

- | | YES | NO |
|---|--------------------------|--------------------------|
| 1. Are you introduced in the Food Industry field ? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Do you have a good knowledge of these different fields : | | |
| - Milk and by-products | <input type="checkbox"/> | <input type="checkbox"/> |
| - Cheese and by-products | <input type="checkbox"/> | <input type="checkbox"/> |
| - Eggs and by-products | <input type="checkbox"/> | <input type="checkbox"/> |
| - Meat and by-products | <input type="checkbox"/> | <input type="checkbox"/> |
| - Slaughterhouse | <input type="checkbox"/> | <input type="checkbox"/> |
| - Butchery | <input type="checkbox"/> | <input type="checkbox"/> |
| - Fish and by-products | <input type="checkbox"/> | <input type="checkbox"/> |
| - Catering | <input type="checkbox"/> | <input type="checkbox"/> |

If not, how do you consider to manage these markets

- | | | |
|--|--------------------------|--------------------------|
| 3. What kind of Product do you mainly market : | | |
| - Equipment | <input type="checkbox"/> | <input type="checkbox"/> |
| | YES | NO |
| - or Reagents | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. In the range of Reagents do you sell | | |
| - more chemical | <input type="checkbox"/> | <input type="checkbox"/> |
| - or more microbiological reagents ? | <input type="checkbox"/> | <input type="checkbox"/> |

5. What are your abilities in the field of microbiological reagents ?

- | | | |
|--|--------------------------|--------------------------|
| 6. Do you already market reagents to detect Salmonella ? | <input type="checkbox"/> | <input type="checkbox"/> |
| | YES | NO |
| Listeria ? | <input type="checkbox"/> | <input type="checkbox"/> |

Which one ? -----

- | | | |
|---|--------------------------|--------------------------|
| 7. Would you be interested in distributing the Lumiprobe 24 range ? | <input type="checkbox"/> | <input type="checkbox"/> |
| | YES | NO |

YES

NO

8. Our microbiological tests need a good technical support
Would your sales team be able to demonstrate and install the product ?

9. What are their profile ?

III - DESCRIPTION OF SOME CHARACTERISTICS OF YOUR COMPANY

1. What are your main targets ?

Do you manufacture any product ?

YES

NO

And if yes what are they ?

2. How many employees does your company manage ?

3. and how many sales people ?

4. How do you fix your selling price on distributed products ?

5. Do you have refrigerated facilities ?

6. Our enrichment media are available in three versions, which one would you prefer ?

- Ready to use bottles

- Powder pack : quantity for 50 or 96 tests

500 g packaging

IV- DESCRIPTION OF SOME CHARACTERISTICS OF YOUR MARKET

1. How large is your own food market knowledge ?

2. Have you got the abilities in this booming market ?

3. In this field have you an idea of our competitors in your country ?

4. and of the size of the market and your own market ?

5. Do you think our tests are suitable to your market ?

V- POLICIES REQUIREMENTS

YES NO

1. Is the food quality strongly controlled in your country ?

2. Must you take an accreditation to validate quality control food tests ?

3. If yes : which agency gives it ?

4. Is French AFNOR validation under consideration ?

5. How long does it take to get accreditation?

Please, could you attach a list of your current products and some company literature (press articles, etc..)

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