

**ETA STAR APPLIANCES PVT LTD  
DEALERSHIP APPLICATION FORM**

Product dealership applied for: \_\_\_\_\_

**1. Your Organisation**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Pin: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Website: \_\_\_\_\_

Year & Date Founded: \_\_\_\_\_

Company Registration Number: \_\_\_\_\_

**2. Form of Organisation**

Sole Proprietorship     Partnership     Pvt. Ltd. Company     Ltd. Company

**3. Name & Address of Owners/Partners/Shareholders (Attach brief resume)**

1. Name: \_\_\_\_\_

Address: \_\_\_\_\_

Ph: \_\_\_\_\_ Email: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Wedding Anniversary: \_\_\_\_\_

2. Name: \_\_\_\_\_

Address: \_\_\_\_\_

Ph: \_\_\_\_\_ Email: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Wedding Anniversary: \_\_\_\_\_

3. Name: \_\_\_\_\_

Address: \_\_\_\_\_

Ph: \_\_\_\_\_ Email: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Wedding Anniversary: \_\_\_\_\_

**4. Banker Reference**

Bank Name: \_\_\_\_\_

Address: \_\_\_\_\_

Primary Account No.: \_\_\_\_\_

Master Cheque No.: \_\_\_\_\_ Bank Name & Branch: \_\_\_\_\_

**5. Sales Tax Registration**

TIN: \_\_\_\_\_ Date: \_\_\_\_\_

CST: \_\_\_\_\_ Date: \_\_\_\_\_

**6. About Current Business**

Description of Business: \_\_\_\_\_

Primary Target Customers: \_\_\_\_\_

Number of stores: \_\_\_\_\_ Size of stores: \_\_\_\_\_

Number of Employees: \_\_\_\_\_

Sales: \_\_\_\_\_ Size of Customers served: \_\_\_\_\_

Service: \_\_\_\_\_ Size of Customers served: \_\_\_\_\_

Major products and brands handled:

No.	Product/Brand	Turnover (Current Year)	
		Qty	Value
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

Do you advertise? \_\_\_\_\_ If yes, which publications? \_\_\_\_\_

Your strategy to increase customer awareness: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_

Tradeshows attended in the recent past: \_\_\_\_\_  
 \_\_\_\_\_

Your forecasted revenue for the next two years:

Overall Turnover : \_\_\_\_\_ ESA's Share: \_\_\_\_\_

Overall Turnover : \_\_\_\_\_ ESA's Share: \_\_\_\_\_

**7. Resources planned to be allocated to ETA STAR APPLIANCES business**

Infrastructure:-

	Readily Available		To be established	
	Location	Area	Location	Implementation
Show Room				
Sales Office				
Service Station				

Personnel:-

	Sales	Service
Presently Available		
Planned		

Supporting Facilities:-

	Readily Available	Plan	Implementation Period
Telephones			
Computers			
Others			

**8. Business Plan**

Sales and Service Plan and Target:

		1 <sup>st</sup> Year	2 <sup>nd</sup> Year
1. Sales volume	LCD Television		
	Refrigerator		
	Washing Machine		
	Dish washer		
	Air conditioners		
	Hobs		
	Hoods & Chimneys		
2. Service Revenue			

Business Strategy:

## 9. Financing

Do you have any tie up with banks for financing schemes? If yes, provide details of the banks and schemes offered:

- 1.
- 2.
- 3.

## 10. Service Related

1. Service Infrastructure
  - a. Area (sq. ft) : \_\_\_\_\_
  - b. Equipments Available : \_\_\_\_\_
  - c. No. of technicians : \_\_\_\_\_
2. Products for which service is provided (if any): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
3. Revenue from service: \_\_\_\_\_

All the above information are true and authentic to the best of my knowledge and belief.

Date:

Place:

Dealer's Signature and stamp

Please attach the following documents:

1. Owner/ Partner's Photographs (2 Nos. of each)
2. VAT / TIN registration certificate
3. Banker's Reference Letter
4. Partnership Deed
5. Master Cheque
6. PAN Number details
7. Photographs of the showroom (frontage, product display areas)

