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| Retail Site Evaluation Form | |
| Name of Sales Representative  Employee Code and Zone |  |
| Date and time of visit |  |
| Retail store location/ Size of Shop (Whether in Main market/ Prime Location) |  |
| Retail store name |  |
| Retail Store Address, Contact No, email Id |  |
| Proposed Limit |  |
| Trade Reference | Company Name :  Address :  Phone No :  Nature of business: |
| Company Name :  Address :  Phone No :  Nature of business: |
| Position of person at store (i.e., owner, relatives, employee, etc.) |  |
| Visit number to this site |  |
| No of customers in shop/Average footfall |  |
| Merchandise/Brands available in store |  |
| No of employee/partner/family members in store |  |
| Ownership of the shop – Rented or Self Owned |  |
| Annual Turn Over (Approx) |  |