Partner Evaluation & Initial Business Plan

Partner General Information

1. Key Contacts & Decision Makers:

|  |  |
| --- | --- |
| Name: | Function: |
|  |  |
|  |  |
|  |  |

1. Region / territory / country covered: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How these regions are covered (list local offices if exist):

1. Ownership structure (private / public / who are the main owners etc.):

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

1. General Figures

|  |  |  |  |
| --- | --- | --- | --- |
|  | **2014** | **2015** | **2016 Estimated** |
| Total Turnover (K$ or K Euro) |  |  |  |
| Equipment Sales |  |  |  |
| Software Sales |  |  |  |
| Consumables |  |  |  |
| Service |  |  |  |
| Number of employees: |  |  |  |
| Sales |  |  |  |
| Service |  |  |  |

1. Current capabilities:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Exist** | **Don’t exist** | **Comments** |
| **Demo room** |  |  | Size & equipment in the demo room |
| **Warehousing** |  |  |  |
| Equipment |  |  |  |
| Consumables (hazards) |  |  |  |
| Spare parts |  |  |  |
| **Technical support & infrastructure** |  |  |  |
| Mechanical & electronics Customer support knowhow |  |  |  |
| Application support knowhow (3D content creation, workflow etc.) |  |  |  |
| CRM / support IT system |  |  |  |
| Call center / hotline |  |  | Please specify here work hours / availability |
|  |  |  |  |

1. Current products and solutions sold by partner:

|  |  |  |
| --- | --- | --- |
| **Products** | **Manufactured/Details** | **Approx. % of total turnover** |
| Printing equipment |  |  |
| 3D printing equipment |  |  |
| Software |  |  |
| Service |  |  |
| Other |  |  |

**Partner Marketing Information**

1. Industries of special focus for your marketing efforts (mark all relevant)
   * Large format print service providers
   * Commercial print houses
   * Exhibition construction
   * 3D service bureaus
   * Scenic fabricators / themed environments fabricators
   * Others: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Main marketing activities:

* Exhibitions / events:
* Magazine & PR:
* Social media:
* Direct mailers / e-zine / blog:
* Advertising:
* Others:

1. Estimated Market focus - % of Sales to the various segments

|  |  |  |  |
| --- | --- | --- | --- |
| **Markets Addressed**  **(all products)** | | **Estimated % of turnover** | **Number of active customers** |
| Print service providers | Small or Medium |  |  |
| Print service providers | Large |  |  |
| Exhibition builder | |  |  |
| 3D Service Bureaus | |  |  |
|  | |  |  |
|  | |  |  |
| Other 1 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |  |  |
| Other 2 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |  |  |

Partner & Massivit

1. Partner staff that could be dedicated to Massivit business:-

|  |  |  |  |
| --- | --- | --- | --- |
| **Area of activity** | **Name** | **Function** | **Background & knowhow** |
| **Sales** |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Service** |  |  |  |
|  |  |  |  |
| **Demo** |  |  |  |
|  |  |  |  |
| **Other** |  |  |  |
|  |  |  |  |

Partner – Suggested Action Plan

1. Strategy:

Manner of business Massivit – partner

Manner of business partner - customer

Financing of customers

Order methods

Installation, warranty

Customer support

Consumables

Partnerships

Other

1. In your opinion, which industries are the target for Massivit in your region:
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What do you view as main opportunities for distributing Massivit products in your region

|  |  |  |  |
| --- | --- | --- | --- |
| **Opportunity** | **Market condition / background** | **How can you use it** | **How can Massivit help you** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Competition & barriers**

1. Who do you think are the main competitors in your region?

Competitors name:

Price strategy: \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Promotion / Key marketing activities: \_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Service: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Other issues: \_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Competitors name:

Price strategy: \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Promotion / Key marketing activities: \_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Service: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Other issues: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Any other key players in the market / industry in your region?

Player name: Players products / services:

Relevancy to Massivit products: \_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Price strategy: \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Promotion / Key marketing activities: \_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

1. What do you view as main barriers / objections / difficulties for distributing Massivit products in your region

|  |  |  |  |
| --- | --- | --- | --- |
| **Barrier** | **Market condition / background** | **How can you coop with it** | **How can Massivit help you** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Plan**

1. Marketing Plan and activities - Please specify activities such as

* Direct mailer
* Advertising
* Seminars /Trade shows/Exhibitions/Open Houses
* Press Events
* Others

**January – June 2017**

|  |  |  |
| --- | --- | --- |
| **Planned activity** | **Description of the planned activity** | **Dates** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**July-December 2017**

|  |  |  |
| --- | --- | --- |
| **Planned activity** | **Description of the planned activity** | **Dates** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

1. Demonstration equipment to be purchased in 2017: Yes / No
2. Sales estimate 2017:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Q4/2016** | **Q1/2017** | **Q2/2017** | **Q3/2017** | **Q4/2017** |
| Massivit 1800 (units) |  |  |  |  |  |

1. Please list 3-5 prospects. You can mark more than one system if applicable.

|  |  |
| --- | --- |
| Prospect name | Short description |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

Thank you for completing your

Massivit Inquiry & initial Business Plan

We wish you a very successful year!