|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Company Name: |  | | Address: |  | | City: |  | | ZIP code: |  | | Province: |  | | Website: |  | | |  |  | | --- | --- | | Contact Person: |  | | Role: |  | | Land Line: |  | | Mobile Phone: |  | | Fax number: |  | | Email Address: |  |   : |

Feasibility Study Form

|  |
| --- |
| Questo documento ha l’obiettivo di fornire le informazioni necessarie a definire il miglior approccio alla valutazione di fattibilità e alla ricerca di potenziali interlocutori locali, nella fase di analisi interna al percorso di internazionalizzazione. Compilare accuratamente questo form significa migliorare le attività del consulente in loco, aumentando le probabilità di successo dello scouting. In particolare per i settori più tecnici, è talvolta utile individuare chi è l’utilizzatore finale, per poi risalire la catena distributiva fino all’individuazione delle aziende obiettivo. Ad esempio, per un componente industriale, è importante comprendere in quali macchinari viene normalmente impiegato e quali industrie comprano, quindi, quel materiale. Per questa ragione non viene richiesta semplicemente un’informazione riferita al prodotto che commercializzate ma anche delle informazioni aggiuntive. |

|  |  |  |  |
| --- | --- | --- | --- |
|  | COMPANY INFORMATION | | |
|  | | | |
| INDUSTRY | | | |
| Industrial sector  Electronical/Electricity  Plastic - Rubber  Metallurgy  Mechanical | | Engineering  Wood - Furniture  AgroIndustry  Building Materials and Services  Pharmaceutics | Chemistry  Services  Information Technology  Others: |

|  |  |  |  |
| --- | --- | --- | --- |
| Start of Activity (Year): | |  | |
| Workforce (n.): |  | |  |
| Turnover (Mln. €) | Export Turnover (%) | | Revenues (%) |
| 2012: | 2012: | | 2012: |
| 2013:  2014: | 2013:  2014: | | 2013:  2014: |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | GEOGRAFIC AREA | | | | |  |
|  |  | | | | |  |
| MACRO GEOGRAFIC AREA SPLIT | | | | | | Use this area to indicate how your turnover is split per main geografic area. |
|  | | | | | |  |
|  | | 0-15% | 15-40% | 40-60% | 60-100% |  |
| Italy | |  |  |  |  |  |
| Europe | |  |  |  |  |  |
| Asia | |  |  |  |  |  |
| Usa and Canada | |  |  |  |  |  |
| Latin America | |  |  |  |  |  |
| Mediterranean | |  |  |  |  |  |
| Middle East | |  |  |  |  |  |

|  |  |  |
| --- | --- | --- |
| COUNTRY SPLIT | | List down the key Countries where you distribute your products and services |
|  |  |  |
| Country | Country | Country |
| 01: | 05: | 09: |
| 02: | 06: | 10: |
| 03: | 07: | 11: |
| 04: | 08: | 12: |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | DISTRIBUTION | | | | |  | | | | |
| DISTRIBUTION MODEL | | | | | | | Flag the way you usually distribute your products and services | | | |
|  | |  |  |  |  | | |  |  |  |
|  | | never | sometime | often |  | | | never | sometime | often |
| Branch | |  |  |  | Direct (Contract) | | |  |  |  |
| Agent | |  |  |  | Franchising | | |  |  |  |
| Sole Importer - Distributor | |  |  |  | Joint Venture | | |  |  |  |
| Multi Distributor | |  |  |  | Other: | | |  |  |  |
| Direct Distribution | |  |  |  |  | | |  |  |  |

|  |  |  |
| --- | --- | --- |
|  | COMPETOR ANALYSIS |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| MAIN FACTOR OF COMPETITIVENESS OF YOUR COMPANY: | | | Consider the global market as a benchmark for your products and services to fill this section | |
|  |  |  | |  |
| Design |  | Range of Products | |  |
| Quality |  | Brand | |  |
| Technology |  | Other | |  |
| Value for Money |  |  | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PRICE POSITIONING OF YOUR COMPANY: | | | | | | | | Consider the global market as a benchmark for your products and services to fill this section | | | | |
|  | |  | | | |  | | | |  | | |
|  | | |  | |  | | Competitor price positioning | | | | | |
| 1 - premium |  | | 2 - |  | 3 - |  | 4 - | |  | | 5 – low price |  |
|  | |  | | | |  | | | |  | | |
| COMMENTS: | |  | | | |  | | | |  | | |
|  | | | | | | | | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| OTHERS | | | Please use this section to further information that are relevant to better understand your business and your distinctiveness (country of production, patents, etc) | |
|  |  |  | |  |
|  | | | | |

|  |  |  |
| --- | --- | --- |
| MAIN COMPETITORS | | List the brands that are direct competitors to you, per design, quality, Techology and price |
|  |  | |
| Company Name | Country | |
| 01: |  | |
| 02: |  | |
| 03: |  | |
| 04: |  | |

|  |  |  |
| --- | --- | --- |
| INDIRECT COMPETITORS | | List the brands that are not direct competitors to you but they represent an alternative to your products and services. They might be cheaper in price, offer different technology for the same utilization, etc. Add a comment to explain the main difference between your offer and theirs |
|  |  |  |
| Company Name | Country | Comment |
| 01: |  |  |
| 02: |  |  |
| 03: |  |  |
| 04: |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| GLOBAL COMPETITIVENESS | | European products and services suffer more and more the competition from far eastern Countries and emerging markets. Use this section to explain theirs and yours strenghts and weaknesses. | |
|  |  | |  |
| **Country** | **Their Strenght** | | **Your Strenght** |
| Main competitor |  | |  |
| Other |  | |  |
| Other |  | |  |
| Other |  | |  |

Partner Research Form

|  |
| --- |
| * Previous Experience in the local market (if any): |
|  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| * Is your company in contact with local companies? | Yes |  | No |  |
| * Would you like to contact any specific company? | Yes |  | No |  |

|  |  |  |  |
| --- | --- | --- | --- |
| If yes, specify the name and the address: | | | |
|  |  |  |  |
| **Name** | **Contact Person** | **Telephone Number** | **email** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| * Is there any specific company you want NOT to contact? | Yes |  | No |  |

|  |  |  |  |
| --- | --- | --- | --- |
| * If yes, specify the name and the address: | | | |
| **Name** | **Contact Person** | **Telephone Number** | **email** |
|  |  |  |  |
|  |  |  |  |
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|  |  |  |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| DISTRIBUTION MODEL | | | | | Use this section to indicate the distribution model you target in the Country of the Partner Research | | | |
|  |  |  |  |  | |  |  |  |
|  | **Not interested** | **To be evaluated** | **Ideal** |  | | **Not interested** | **To be evaluated** | **Ideal** |
| Branch |  |  |  | Contract | |  |  |  |
| Agent |  |  |  | License | |  |  |  |
| Sole Importer - Distributor |  |  |  | Joint Venture | |  |  |  |
| Multi Distributor |  |  |  | Other: | |  |  |  |
| Manufacturer |  |  |  |  | |  |  |  |

|  |  |
| --- | --- |
| * Describe briefly the profile of the partner you would like to meet: | Use this section to indicate what kind of companies you are looking for, what they do, which kind of products, services, brands they currently deal with, etc |
|  | |
|  | |

|  |  |
| --- | --- |
| * If your target partner is an importer/distributor, please mention which other products it usually sells together with yours | This section is meant to support the scouting activity, to identify potential partners that are not active on your categories but they might be interested in enlarging their product portfolio |
|  | |
|  | |

|  |  |
| --- | --- |
| * Describe briefly the profile of the partner you would like to meet (specific for Contract) | Indicate the kind of companies you would like to meet to explore ontract (direct supply) opportunities |
|  | |
|  | |