



ETA STAR APPLIANCES PVT LTD
DEALERSHIP APPLCATION 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.			

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 st Year	2 nd 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): _____



VESTAR



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)

FOR OFFICE USE ONLY

Branch: _____ Date: _____

