

DEALER QUESTIONNAIRE

ROSTSELMASH

1. General information

Name of your company		Headquarters address of your enterprise	
Form of incorporation		Address of the retail facility of your enterprise (if any)	
Type of activity, actual		Contact telephone number for questionnaire issues	
		Fax of the enterprise	
Web-site of your company (if any)		E-mail of the contact person for questionnaire issues	

2. Information on the current activities

Name of the business or the type of products sold	Brand	Type of activity (export, import, production, etc.)	Turnover, thousand euro			Number of full-time employees
			2020 г.	2021 г.	2022 г.	
Trade activities						

3. Financial information

Sales revenue in 2021, thousand euro	
Accounts payable in 2021, thousand euro	
Net profit in 2021, thousand euro	

4. Experience of sale of the agricultural equipment

Brand	Sale of the agricultural equipment, thousand euro			Service, thousand euro			Sale of spare parts, thousand euro			Start of work (year) in the industry of the agricultural equipment
	2022	2021	2020	2022	2021	2020	2022	2021	2020	

5. Revenue from sale of combines and tractors

Brand	Revenue from sale of combine harvesters, thousand euro			Revenue from sale of forage harvesters, thousand euro			Revenue from sale of tractors, thousand euro		
	2022	2021	2020	2022	2021	2020	2022	2021	2020

6. Revenue from sale of other equipment

Brand	Type of the equipment	Revenue, thousand euro		
		2022	2021	2020

7. Customer relationship system

Client data base		CRM-system	
Availability, yes/no	Description (briefly, in a free form)	Availability, yes/no	Description (briefly, in a free form)

8. General information on the number of agricultural producers, farmers, social and economic situation in your region, information on incomes of the population

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9. Approximate fleet of the operating agricultural equipment in your region, units

Grain harvesters	Forage harvesters	Tractors (power), hp				Self-propelled sprayers	Trailed sprayers
		150–200	200–300	300–400	More than 400		

10. Approximate number of combines* in the fleets of landowners of your region by manufacturers

Claas	John Deere	Case IH	New Holland	AGCO	Deutz Fahr	Other
Including those older than 5 years, units						

11. Approximate number of operating tractors in the fleets of landowners of your region by manufacturers

Claas	John Deere	Case IH	New Holland	Massey Fergusson	Fendt	JCB	Deutz Fahr	Other
Including those older than 5 years, units								

12. Forecast for development of the agricultural equipment market in your region for the following 3 years (briefly, in a free form)

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* Do not take into consideration the equipment produced in Russia

13. Your sales targets for the following 3 years, units

Product name:	First year	Second year	Third year
TORUM grain harvesters			
RSM grain harvesters			
ACROS grain harvesters			
VECTOR grain harvesters			
NOVA grain harvesters			
F series forage harvesters			
Total:			

14. Budget plan for the marketing support of sales of the agricultural equipment

Budget, thousand euro	First year	Second year	Third year

15. Head of the prospective Rostselmash dealer (if defined)

Name	
Surname	
Contact telephone, e-mail	
Experience of work (briefly, in a free form)	

16. Staff for the agricultural equipment sector, planned

Employees of the sales department, number	
Employees of the service department, number	

17. Investments into the project, planned

Total sum of investments, thousand euro	
Equity capital share, %	
Loan capital share, %	
Source of financing, loan interest rate	

18. Assets for the sector

Commercial assets	Area, square meters	Description (briefly, in a free form)
Office		
Exhibition space		
Area of the equipment warehouse		
Area of the spare parts warehouse		

19. Equipment for the sector

Equipment	Availability, yes/no	Description (briefly, in a free form)
Office equipment		
Locksmith's and installation equipment		
Diagnostic equipment		
Lifting equipment		