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**International Distributor Application**

**A p p l i c a n t A s s e s s m e n t**

The undersigned applicant ("Applicant") submits this Application to Persian GPE.

(All non-public information about Applicant provided on this Application shall be held in confidence by Persian GPE)

1. Full legal name of Applicant: \_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Date incorporated or otherwise organized: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Place of incorporation or organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. Applicant's office address: \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. Applicant's telephone number:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. Applicant's website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. Trade names under which Applicant does business:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8. Name(s) and address(es) of owner(s) and officers of Applicant:

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| --- | --- | --- |
| **Name and Address of Owner or Officer** | **Percentage Owned** | **Office Held** |
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9. Applicant's current business:

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| --- | --- | --- | --- | --- | --- |
| **Business**  **Address** | **Products**  **sold**  (including brand,  and whether  manufacturer  authorized dealer) | **Market share**  (percentage) | **Does**  **Applicant**  **provide**  **warranty**  **service for**  **these**  **products?** | **Number of**  **full-time**  **employees** | **Years during**  **which**  **Applicant has**  **sold these**  **products at**  **this location** |
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10. Applicant's gross revenue from sales/distribution of products in Applicant's most recently completed fiscal year:\_\_\_\_\_\_\_\_\_\_ (Please specify currency)

11. Locations at which Applicant proposes to sell Persian GPE products:

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

12. Names of Applicant's officer(s) to be responsible for Persian GPE sales:

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

13. Credit References. Applicant shall contact these credit references and authorize them to reveal information to Persian GPE about Applicant's credit history.

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| **Creditor Name** | **Creditor Address** | **Contact Name and Telephone** |
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14. Complete this table by marking "Yes" or "No" for each question and provide details for all "Yes" answers.

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| --- | --- | --- | --- |
| **Question** | **Yes** | **No** | **If "Yes", provide details** |
| Has Applicant ever filed (or had  filed against it) any petition in  bankruptcy or other insolvency  proceeding? |  |  |  |
| Is Applicant subject to any claim  in any pending litigation? |  |  |  |
| Is Applicant subject to any  outstanding judgments? |  |  |  |
| Has Applicant (or its property)  ever been subject to any tax lien? |  |  |  |
| Has Applicant ever been  terminated (by the manufacturer  or distributor) as a dealer of any  product? |  |  |  |
| Are any claims pending or  threatened against Applicant in  which any governmental authority  alleges breach of any law or  regulation? |  |  |  |
| Has Applicant ever been convicted  of a violation of any law or  regulation? |  |  |  |

15. Please attach to this Application a detailed plan describing Applicant's plan for marketing, selling and servicing the Persian GPE products, and describing all Applicant's and Applicant's officers relevant business experience. Refer to sample below.

16. Please attach to this Application Applicant's financial statements for the most recently completed fiscal year, including Balance Sheet and Statement of Operations.

17. Please attach to this application a current credit report on applicant prepared by an internationally

recognized credit-reporting agency (if available).

**Applicant agrees as follows:**

1. Once this application is submitted it will be reviewed by Persian GPE officers, employees and agents.

2. The information provided above is accurate.

3. Persian GPE may, in reviewing this Application, investigate and evaluate the credit worthiness, general reputation, character, background and experience of Applicant. Applicant expressly requests and authorizes any individual, partnership, corporation or other entity to provide Persian GPE and its employees and agents (including independent investigative agents) with any and all information that may be requested of them in connection with the review of this Application.

4. This Application does not bind Applicant to accept, nor does it bind Persian GPE in any way to offer, a Persian GPE Distributor Agreement to Applicant. Any investments, expenditures, agreements, and other acts or omissions made by Applicant in anticipation of such a Distributor Agreement or in reliance upon this application are made at Applicant's sole risk and responsibility and do not obligate Persian GPE or any of its employees or agents in any way.

5. The execution of a written Distributor Agreement between Persian GPE and Applicant is the only manner by which Applicant may be appointed a distributor of Persian GPE products. Applicant acknowledges that no representations or statements have been made to Applicant by Persian GPE, or on Persian GPE's behalf, that would in any way tend to change or modify any terms of this Application or of any Distributor Agreement that may be executed. Applicant is not relying upon any such representations or statements in submitting this Applicant.

6. Persian GPE has made no representations, assurances, or guarantees to Applicant as to the profitability or success of any distributorship. The profitability or success of any distributorship depends on market conditions and economic factors that are beyond Applicant's and Persian GPE's control. Applicant's investment in any distributorship is made solely at Applicant's risk.

7. Any material misrepresentation or omission, intentional or unintentional, in the information supplied by Applicant to Persian GPE shall constitute grounds for Persian GPE to immediately terminate any Distributor Agreement that may be entered into by Persian GPE with Applicant.

8. Applicant shall not make any statement to any governmental organization, to any media, or any other public statement about this Application or otherwise relating to Persian GPE or Persian GPE's products unless Persian GPE gives prior written consent.

9. This Application is submitted to Persian GPE at Tehran, Iran, and is governed by the laws of the I.R. Iran.

10. Persian GPE may request updated financial information from the Applicant from time to time and Applicant agrees to provide such updated information with 7 days.

**Date completed by Applicant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Attachment Checklist:**

􀀀 Detailed plan describing Applicant's plan for marketing, selling and servicing the Persian GPE (see page 5).

􀀀 Applicant's financial statements for the most recently completed fiscal year, including Balance Sheet and Statement of Operations.

􀀀 A current credit report on Applicant prepared by an internationally recognized credit-reporting agency.

Signature Printed Name of Person Signing

Title

**Sample Marketing Plan**

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| **M a r k e t i n g P l a n f o r**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Y o u r C omp a n y Name |

**EXECUTIVE SUMMARY**

Provide a brief overview of the plan (Please include ambitions, goals, major plan components):

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Should your organization not be selected as distributor, would you be interested in becoming a dealer for a particular market segment or region? 􀀀 YES 􀀀 NO

**SITUATION ANALYSIS**

Provide an overview of the strength of your geographic location or other major relevant component of your situation.

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**MARKET SUMMARY**

Briefly explain why you are located in a great market for Persian GPE products:

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| **KEYS TO SUCCESS**  Please explain how you intend to succeed with a Persian GPE business in your area.   |  | | --- | |  |   **MARKETING OBJECTIVES**  1. List the major objectives of your strategy. How will you accomplish your strategy? |
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2. Describe your sales and marketing organization and how it might change over the coming year(s).

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3. What elements are beyond your control and how will you plan to change course if needed?

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**TARGET MARKETS**

For your distributorship, who are the major target customers? Are there also minor groups worth going after?

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**STRATEGY**

Outline your strategy for positioning your distributorship in the minds of your prospective customers. How will you reach your target market and begin to earn mindshare?

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Notes:

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