

Distributor Market Profile



Distributor Info	
Distributor Name: _____	Distributor Code: _____
Distributor Address: _____	
City: _____	Prov/State: _____
Postal Code/Zip: _____	Country: _____
Tel: _____	Fax: _____
Email Address: _____	

Management Info	
Principle(s)	
GM _____	Warehouse Mgr _____
Sales Mgr _____	Office/Credit Mgr _____
UZT Brand Mgr _____	Inv / Orders Mgr _____
Depletion Contact _____	

Sales/Delivery Info				
Personnel	Number of Employees	Avg Number Accts per Route	Salary	Commission
Sales Supervisor				
NA Mgr				
Presell Sales Rep/Routes				
Driver Sales Rep/Routes				
On-premise Sales Reps				
Specialty Sales Reps				
Tellsell Sales Reps				
Merchandisers				
Delivery Drivers				
Total				

Fleet Info			
Vehicle Type	Total Identified	# Brand Identified	# UZT
Over the Road Truck/Trailer			
Route Truck/Trailer			
Bay Truck			
Box Truck			
Van			
Other			
Total			

Account Info		
Account Base	Total Lic.	Total Non-Lic.
In Territory		
Currently Serviced		
Called on by Sales Reps		
Tellsell Accounts		
NA Accounts		
Total		





Cooler Info			
	# Visi-coolers in Market		Other
	Single	Double	
Brand Id			
Distributor			

Brand Info
<i>List major in-house suppliers in order of descending volume</i>
Ready to Drink - Non alcoholic (N/A)
<i>List total case sales and % bonus volume for each</i>

Competitive Info	
<i>List each competitor in the market and major brand in each category</i>	
Distributor	N/A

Territory Info
<i>Attach a map outlining distributor's territory by county</i>
Population
Major Cities/Towns
Counties
Ethnic Breakdown
NA Brands Distributed
NA Estimated Sales
Description

