**Preliminary Questions**

**for Market Intro – Trade Mission Food & Drink**

**Please kindly complete all sections.**

|  |  |
| --- | --- |
| 1. COMPANY DETAILS | |
| Organisation name:  Address (including postcode):  Contact name:  Position:  Email:  Tel:  Website: |  |
| 1. COMPANY PROFILE | |
| Profile: |  |
| Number of employees: |  |
| Turnover for last year: |  |
| What year was the company founded: |  |
| 1. YOUR PRODUCT / SERVICE | |
| Please describe your product or service. Details should include USP (**unique features)**, as well as who buys and uses your products or service.  **What differentiates your product/service?** |  |
| How do you market the product or service (in Portugal and overseas) |  |
| Are you doing business in any other European countries? If, yes, which? |  |
| What international shows have you attended either as visitors or exhibitors? |  |
| Main competitors?  Name and country. |  |
| Any other pertinent information on your product or service. |  |
| 1. OBJECTIVES | |
| Please provide a full brief of what you require/expect from the Chamber |  |
| Objectives for the market: |  |
| **Describe the profile of the companies you wish to target – what the ideal company looks like!**  **Their industry sector:** |  |
| Have you worked/sold in UK before?  Name the companies and provide details: |  |
| Describe/name your products aimed at the UK market (if different from point 3. above) |  |
| Do you have an existing partner or agent in the market/s of interest? |  |
| Certifications (if applicable): |  |
| What promotional material do you have for us to send to prospects? |  |
| What is your time scale to achieve your objectives for the market? |  |
| May we disclose your company’s details during our research? |  |