

# PARTNER PROFILE



<b>ORGANIZATION</b>	<b>Weight</b>
<i>eg</i>	
- Quality of management (professional management)	2
- Quality of sales staff	3
- Quality of after sales service	3
- Company reputation	3
- Complementary products in existing portfolio (fit)	1
- Willingness to keep a stock of products	2
- Market coverage	2
- Should have a fair position in the market / with in relevant sector	2
- Familiar with import / proper import handling	3
- Not a manufacturer of similar products (risk of copying)	1
- Service organization	1
<b>FINANCIAL BACKGROUND</b>	<b>Weight</b>
- Ability to finance market development / obtain funding	2
- Sufficient financial strength to develop the market	2
- Ability and willingness to invest in advertising	3
- Sound financial status according to credit reports	3
<b>PRODUCT KNOWLEDGE</b>	<b>Weight</b>
<i>eg.</i>	
- Sector / industry knowledge	2
- Product knowledge	3
- Ability to provide product advisory	3
- Ability to install products	3
- Product portfolio / "fit" (no competing products in existing portfolio)	1
- Technical skills	2
<b>MARKETING RESOURCES</b>	<b>Weight</b>
- Prior experience with target segment / potential customers	2
- Ability to develop and sell branded product / high quality product (not price focused sales)	1
- Geographical coverage	2
- Marketing staff	2
- Dedicated marketing & sales staff	2