

Obiectiv: cresterea (valoric) cu minim 3% a vanzarilor de produse finite comparativ cu anul 2017.

I. POLITICA DE CONTRACTARE

TIPURI DE CONTRACTE:

Contracte INTERNE:

Contracte tip dealer (D)

Contracte tip dealer-etapa de monitorizare

Contracte generale

Contracte strategice

Contracte de comision

Contracte de consignatie

Contracte EXTERNE:

Contracte de vanzare cumparare

Contracte de comision

II. POLITICA DE PRET

TIPURI DE REDUCERI:

- **reduceri comerciale – (remiza)** –se acorda- contractual- pentru cifre de afaceri anuale de min 10.000 - 2.200.000 EUR.
- **reduceri financiare- (scont)** –se acorda pentru plata in avans.
- In functie de cantitate/sortiment/comanda se acorda remize cantitate/reper.

III. POLITICA DE PROMOVARE

- expoziti interne - participarea directa / sau indirecta (prin intermediul Dealerilor)

	Tematica targ	Localitate	perioada
1	AMBIENT CONSTRUCT INSTAL	CLUJ NAPOCA	Februarie 2018
2	TARGUL INTERNATIONAL TEHNIC	CLUJ NAPOCA	Martie 2018
3	CONSTRUCT EXPO	BUCURESTI	Martie 2018
4	BIFE- SIM	BUCURESTI	Septembrie 2018
5	TIB	BUCURESTI	Octombrie 2018

- expoziti externe - participarea directa

	Tematica targ	Locatie	perioada
1	GRIND TEC	AUGSBURG/GERMANIA	Martie 2018

Director Vanzari

Liana GIURGIU



SC CARBOCHIM SA ROMANIA

400058 Cluj-Napoca Piata 1 Mai nr.3

J12/123/1991; RO 201635;Capital Social subscris si varsat: 12325437.5 lei

Objective: 3% increase of sales volume- compared to 2017.

I. CONTRACT POLICY

CONTRACT TYPES :

DOMESTIC MARKET CONTRACTS:

Dealer type contract

Dealer type contract -monitoring phase

General type contract

Strategic type contract

Comision type contract

Consignment type contract

EXTERNAL MARKET CONTRACTS:

Purchase agreement

Comision agreement

II. PRICE POLICY

TYPE of DISCOUNTS:

- **Trade discounts** –are granted based on contracts- for annual turnover of 10.000 - 2.200.000 EUR.
- **Financial discounts** –are granted for advance payments.
- Depending on the amount / product type / order are granted trade discounts per items.

III. PROMOTION POLICY

- Domestic exhibition - direct or indirect (through dealers) - participation

	Fair theme	Place	period
1	AMBIENT CONSTRUCT INSTAL	CLUJ NAPOCA	February 2018
2	TARGUL INTERNATIONAL TEHNIC	CLUJ NAPOCA	March 2018
3	CONSTRUCT EXPO	BUCURESTI	March 2018
4	BIFE- SIM	BUCURESTI	September 2018
5	TIB	BUCURESTI	October 2018

- international exhibition- direct participation

	Fair theme	Place	period
1	GRIND TEC	AUGSBURG/GERMANY	March 2018

Sales Manager

Liana GIURGIU

