

AVIZAT : Director General  **Viorel POPOVICIU**

OBIECTIV: *In contextul alertei de pandemie si a starii de urgenta, cu efecte economice dificil de prevazut, se estimeaza cresterea cu 5% a cifrei de afaceri a anului 2021 fata de anul 2020.*

I. POLITICA DE CONTRACTARE

TIPURI DE CONTRACTE :

Contracte INTERNE:

Contracte tip dealer (D)

Contracte generale

Contracte strategice

Contracte de comision

Contracte EXTERNE:

Contracte de vanzare cumparare

II. POLITICA DE PRET

TIPURI DE REDUCERI:

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

III. POLITICA DE PROMOVARE


- expoziti interne - participarea directa / sau indirecta (prin intermediul Dealerilor sau prin actiuni de ofertare)
- expozitii externe- participare directa

- in contextul pandemic 2020-2021 participarea la expozitii interne/ externe nu este posibila.

Director Vanzari
nov..2020

Liana GIURGIU



General Manager:  Viorel POPOVICIU

Objective: Due to the context of pandemic alert and state of emergency, having unpredictable economic effects, in 2021 is estimated an increase of 5% in turnover compared with 2020.

I. CONTRACTUAL POLICY

CONTRACT TYPES :

DOMESTIC MARKET CONTRACTS:

Dealer type contract

General type contract

Strategic type contract

Comision type contract

EXTERNAL MARKET CONTRACTS:

Purchase agreement

II. PRICE POLICY

TYPE of DISCOUNTS:

- **Trade discounts**
 - **Contractual discounts** –are granted based on contracts- for annual turnover of 10.000 - 2.200.000 EUR.
 - **Item discounts** – are granted based on amount ordered and product type
- **Financial discounts** –are granted for advance payments.

III. PROMOTION POLICY

- Domestic exhibition - direct or indirect (through dealers or direct offers) - participation
- Foreign exhibition – direct participation
 - Based on pandemic circumstances the attendance to domestic / foreign exhibitions will not be posible.

Sales Manager
Liana GIURGIU



Nov. 2020