



DATE > day \_\_\_\_\_ month \_\_\_\_\_ year \_\_\_\_\_

COMPANY NAME > \_\_\_\_\_

LEGAL NAME > \_\_\_\_\_

MAILING ADDRESS > \_\_\_\_\_

POSTAL CODE > \_\_\_\_\_ COUNTRY > \_\_\_\_\_

TELEPHONE > \_\_\_\_\_ FAX > \_\_\_\_\_

EMAIL ADDRESS > \_\_\_\_\_

COMPANY WEBSITE > \_\_\_\_\_

KEY CONTACT NAME > \_\_\_\_\_

KEY CONTACT TITLE > \_\_\_\_\_

**COMPANY INFORMATION**

Length of time in bicycle business? > \_\_\_\_\_

Is your company > A Limited Company  Partnership  Proprietorship

Number of people in your company > \_\_\_\_\_ Number of Outside Sales Representatives > \_\_\_\_\_

Warehouse location > \_\_\_\_\_

Warehouse is > Owned  Leased  Size > \_\_\_\_\_

Annual Sales in US\$ > \$500K-\$750K  \$750K-\$1M  \$1M-\$2M   
\$2M-\$5M  \$5M-\$10M

Financial Institution > \_\_\_\_\_

Line of Credit in US\$ > \_\_\_\_\_

If you operate a retail store, what percentage of business revenue is generated from the:

Store > \_\_\_\_\_ Warehouse > \_\_\_\_\_

What country do you cover? > \_\_\_\_\_ Population > \_\_\_\_\_

Anticipated other countries > \_\_\_\_\_ Population > \_\_\_\_\_

How many bike stores are there in your country? > \_\_\_\_\_

How many of these stores do you sell to? > \_\_\_\_\_

How many bikes are sold in your market? > \_\_\_\_\_

How many bikes are sold in your market through Independent Bicycle Dealers (IBD)? > \_\_\_\_\_

Which trade shows do you participate in? > \_\_\_\_\_

What lines do you currently distribute? > Bike Brands > \_\_\_\_\_

P&A Brands > \_\_\_\_\_

Estimated number of bicycles your company will sell this year >

Kids > \_\_\_\_\_ Mountain > \_\_\_\_\_

Road > \_\_\_\_\_ BMX > \_\_\_\_\_

City Commuting > \_\_\_\_\_ **TOTAL** > \_\_\_\_\_



**PRODUCT AND MARKET INFORMATION**

What brands are you interested in distributing from Live to Play Sports? \_\_\_\_\_



Road / Asphalt   
BMX

Comfort   
Kids

Mountain



Bags   
Fenders

Pannier Racks   
Pumps

Baskets



Trail-A-Bikes

Run Bikes

Comments > \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How would you market and promote our brands in your country? > \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are your expectations of Live to Play Sports in helping you distribute Live to Play Sports products?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are the opportune selling months for bikes in your market? > \_\_\_\_\_  
\_\_\_\_\_

What month do you need to start receiving product to meet your market needs? > \_\_\_\_\_



**ESTIMATED ANNUAL SALES OF NORCO PRODUCTS**

Norco Bikes > Units > \_\_\_\_\_ Dollars > \_\_\_\_\_  
Axiom > Dollars > \_\_\_\_\_  
Adams > Dollars > \_\_\_\_\_

What are the Top 5 bike brands in your country? >

1 > \_\_\_\_\_  
2 > \_\_\_\_\_  
3 > \_\_\_\_\_  
4 > \_\_\_\_\_  
5 > \_\_\_\_\_

Part of the EU? > Yes  No

Percentage of duty applicable on imports to your country > \_\_\_\_\_

Percentage of duty applicable on bicycles and other applicable taxes > \_\_\_\_\_

What is the percentage breakdown for the following bike models in your country: > \_\_\_\_\_

Kids \_\_\_\_\_ BMX \_\_\_\_\_ Mountain \_\_\_\_\_ Road \_\_\_\_\_ City Bike \_\_\_\_\_ Other \_\_\_\_\_ = 100%

What standard or special requirements do bikes require for your market? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Business References > \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Other information > \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Applicant's Signature > \_\_\_\_\_  
Applicant's Name > \_\_\_\_\_  
Date > \_\_\_\_\_