



## NEW DEALER APPLICATION FORM – ( for Vehicles )

1. Proposed Dealership at: \_\_\_\_\_ Distt: \_\_\_\_\_ State: \_\_\_\_\_
2. Products Interested in:  
(Specific Prod./All Products)
3. Details of Individual/Firm Applying for Dealership:

Name & Address, Tel. / Fax No	Type of firm	CST/ST Nos.	Partners Name, Age & Qualifications.

4. Present Business Activity & Details:

Nature of Business	Starting Year	Turnover during last 4 yrs.			
		2003-04	04-05	05-06	06-07
1.					
2.					

5. Details of Existing Infrastructure & set up:

Particulars	Details
Location	
Area	
Ownership Status (Own/Rental)	

6. Existing Manpower deployed details:

Location	Details
1. Showroom & Sales	
2. Workshop	
3. Spares	

7. Finance facilities available.

Bankers Name & Address	Type of facility available
1.	
2.	
3.	

8. Proposed Infrastructure for FORCE Dealership.

Ownership Status (Own/Rental/To be Purchased/ To be Constructed)	Showroom	Workshop	Spares	Open Space for Expansion
	Size :  Location:	Size :  Location:	Storage Area:  Counter Area:	

Additional Information (if any):

9. Proposed Full Time Manpower for FORCE Dealership:

Area/Department	Manpower
Management	
Sales	
Service	
Spares	
Others	

10. Market Information :  
a) Existing Population of Vehicles

Type	Make	Nos.
LCV	Tata 407 + 609, M&M, EICHER & FML	
Uvs	M & M / Tata Sumo / FML	
Three Wheeler	Vikram / Bajaj Auto / Piaggio Ape	

b) Other Vehicle Dealership Existing in your Area:

Product / Company	Name of Firm	Avg. Sales per month
1. Telco ( LCV + Sumo )		
2. Mahindra & Mahindra		
3. Scooters India / Bajaj Auto		
4. Piaggio Ape /Others		
5. Swaraj Mazda / Eicher		

c) Your Assessment of Market Potential in your Area:

Vehicle Type	Nos. of Vehicles Sold per month
1. LCV's Goods Carrier  Passenger Carrier	
2. UVs	
3. Three Wheeler ( 6 + 1 Seats )	

d) Expected Sales for FORCE per month:

Vehicle Type	Sales per month
Tempo Excel Goods Carrier Passenger Carrier	
Tempo Trax	
Tempo Traveller	
3 Wheeler Passenger Carrier Goods Carrier	
Spare parts	

11. Do you agree in principal to establish dealership in terms of infrastructure, manpower equipment, stocking of vehicles etc. per FORCE guidelines.

12. How much time do you require to create infrastructure and commence operations.

13. Why do you consider yourself suitable for FORCE dealership.

Place :

Signature of the Applicant

Date :

Seal of the firm.

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Please attach photographs of your existing setup.