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| 28.08.2020 |

**Commercial offer questionnaire. Search for suppliers.**

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| **Information about your company:** | | | |
| Company name |  | Website |  |
| Trademarks |  | Phone number |  |
| Contact person |  | Email |  |

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| 1 | **Basic research** option includes research of relevant queries sources: websites on search engines, ads on marketplaces, on social networks and on contextual advertising.  *The result - information about suppliers: links to websites, website rating, mail, phone number. All found websites will be rated and ranked.* |
| 1.1. | |  | | --- | | Describe or list products or services for research | |  | |  | |
| 1.2. | Indicate the trademarks of market leaders (at least three) in the area of interest (optional): |
| 1.3. | Countries and regions in which the research will be carried out [[1]](#footnote-1): |
| 2 | **Standard research** option of suppliers includes the determination of additional information on the found websites.  *The result – in addition to the results of paragraph 1, you can get contact details: company name, TIN, legal address, and name of the general manager.* |
| 3 | **Extended research** option of suppliers includes the additional types of company analysis.  *The result - in addition to the results of paragraph 2, the report includes an assessment of the companies reliability [[2]](#footnote-2) and an analysis of reviews about suppliers.* *Analysis of advertising promotion channels will be carried out (marketplaces, contextual advertising, social networks, search engines).* |

**Definitions:**

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| SKU (Stock Keeping Unit) | type of product and its digital or letter designation for encoding. The main element of the search. |
| Unique identifier | unique designation (description) of the product, product, product, service. Not a code, but a description with a designation. For example, «Tires Dunlop SP Sport Maxx 050+ 285/45 R19»). Used for searching in the absence of SKU. |
| Trademark | ™ - designation (verbal, visual, combined or otherwise), used to individualize goods of legal entities. TM must match country of search and language of search. |
| Type of product | SKU of similar products, united in a group. The type of product, depending on the context, may include both the general designation of several products (for example, “vacuum cleaner”) and the designation of the class of goods (for example, “household appliances”). |
| Marketplace | an online resource combining a large number of ads from various legal entities and individuals. Depending on the task, commodity marketplaces, service marketplaces or mixed marketplaces are used. |
| Priority marketplaces and social networks | If priority marketplaces and social networks are indicated, they will be used to prepare the report. |
| Leaders | companies – products manufacturers, the largest in terms of the share of sales of products in the market. |
| Website rating | this is an indicator of the level of its demand among Internet users relative to other websites in the research. Based on an assessment of 45 metrics for each website (for example, domain age, traffic, citation, place in the search engine, number of product pages found, etc.). |
| Financial reliability rating (scoring) | counterparty scoring indicator - - a relative value weighing counterparties relative to each other based on financial indicators and accounting for various facts of activity. The rating calculation is possible only for countries with open data of financial and tax reporting. |
| RRP | The recommended retail price is the price that the supplier sets, and he recommends that intermediaries sell the product to end customers at that price. |
| MRP | The minimum retail price is the price below which the supplier forbids the sale of goods at retail. |
| Average market price | The average market price is calculated by averaging the prices found in the network for each unit of analysis. |
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| The average term for preparing a report is 10 business days, the maximum term is up to 30 business days | |

1. At least one country with any language must be provided. [↑](#footnote-ref-1)
2. You can adjust the reliability rating to your requirements, for this you need to fill out an additional application. [↑](#footnote-ref-2)