|  |
| --- |
| 28.08.2020 |

**Commercial offer questionnaire. Price monitoring.**

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. |

|  |  |
| --- | --- |
| List trademarks and SKUs for monitoring [[1]](#footnote-1) | Provided prices (RRP, MRP) |
|  |  |
|  |  |

 |
| 2. | Countries and regions in which the monitoring will be carried out [[2]](#footnote-2): |
| 3. | Select the types of price analysis:[ ]  RRP / MRP monitoring [ ]  Competitors prices monitoring [ ]  Competitors prices analysis [[3]](#footnote-3) [ ]  Average market prices analysis |
| 4. | [ ]  Regular (monthly) price monitoring. |
| 5. | Add information about found websites to the report: |
| 5.1. | [ ]  Basic option (information: links to websites, website rating, mail, phone number. All found websites will be rated and ranked). |
| 5.2. | [ ]  Standard option includes the determination of additional information on the found websites (company name, TIN, legal address, and name of the general manager). |
| 5.3. | [ ]  Extended option includes: an assessment of the companies reliability [[4]](#footnote-4) and an analysis of reviews about companies. |
|  |  |
|  |  |
|  |  |
|  |  |

**Definitions:**

|  |  |
| --- | --- |
| 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. |
|  |  |
| The average term for preparing a report is 10 business days, the maximum term is up to 30 business days |

1. Indicate the SKUs and prices with which the comparison will take place in an additional application. [↑](#footnote-ref-1)
2. At least one country with any language must be provided. [↑](#footnote-ref-2)
3. For this research, a list of analogue products is needed, in which own SKUs and competitors' SKUs are compared. [↑](#footnote-ref-3)
4. You can adjust the reliability rating to your requirements, for this you need to fill out an additional application. [↑](#footnote-ref-4)