



PRELIMINARY BRAND EVALUATION QUESTIONNAIRE

GENERAL INFORMATION			
Company Name:			
Headquarters Location:		Year Established:	
Company Address:			
Email:		Contact No:	Website:
Number of Employees:		Target Market:	
Presence in UAE/GCC (if any):			
Key Contacts:			
Name	Role	Contact No.	Email

Brand Name:
Brief Description of Product Line:
Which product categories are you seeking for distribution in the UAE?
Are your products certified (e.g ISO, WRAS, ESMA)?
Current applications or industries served (Plumbing, HVAC, General MEP, firefighting, etc.)
Are your products currently sold in the UAE or GCC?
Have your products been used in any major projects? If yes, please list down project names.
Any direct competition in the UAE market? List down if there's any.
What's your typical lead time and shipping terms?
Do you have a pricing strategy or suggested retail pricing for the UAE market?
What support can you offer in technical, customer service, marketing?
Preferred Partnership Model (Exclusive, non-exclusive, project-based etc.)