



AVIZAT :

Director General

Viorel POPOVICIU

**OBIECTIV:** In contextul alertei de pandemie si a starii de urgenta, cu efecte economice dificil de prevazut, se estimeaza cresterea cu 5% a cifrei de afaceri a anului 2022 fata de anul 2021.

## I. POLITICA DE CONTRACTARE

### TIPURI DE CONTRACTE :

Contracte INTERNE:
Contracte tip dealer (D)
Contracte generale
Contracte strategice
Contracte de comision

  

Contracte EXTERNE:
Contracte de vanzare cumparare

## II. POLITICA DE PRET

### TIPURI DE REDUCERI:

- reduceri comerciale:
  - remiza contract -se acorda- contractual- pentru cifre de afaceri anuale de min 10.000 - 2.200.000 EUR.
  - remize reper- se acorda in functie de cantitate comandata/sortiment.
- reduceri financiare- (scont) -se acorda pentru plata in avans.

## III. POLITICA DE PROMOVARE

- expoziti interne - participarea directa / sau indirecta (prin intermediul Dealerilor sau prin actiuni de ofertare)
- expozitii externe- participare directa

- in contextul pandemic 2021-2022 participarea la expozitii interne/ externe nu este posibila.

Director Vanzari

nov..2021

Liana GIURGIU

General Manager: **Viorel POPOVICIU**



**Objective:** Due to the context of pandemic alert and state of emergency, having unpredictable economic effects, in 2022 is estimated an increase of 5% in turnover compared with 2021.

## I. CONTRACTUAL POLICY

### CONTRACT TYPES :

#### **DOMESTIC MARKET CONTRACTS:**

Dealer type contract  
General type contract  
Strategic type contract  
Comision type contract

#### **EXTERNAL MARKET CONTRACTS:**

Purchase agreement

## II. PRICE POLICY

### **TYPE of DISCOUNTS:**

- **Trade discounts**
  - **Contractual discounts** –are granted based on contracts- for annual turnover of 10.000 - 2.200.000 EUR.
  - **Item discounts** – are granted based on amount ordered and product type
- **Financial discounts** –are granted for advance payments.

## III. PROMOTION POLICY

- Domestic exhibition - direct or indirect (through dealers or direct offers) - participation
- Foreign exhibition – direct participation
  - Based on pandemic circumstances the attendance to domestic / foreign exhibitions will not be posible.

Sales Manager  
Liana GIURGIU



Nov. 2021