



PJ 10/05.11.2022

AVIZAT :

*Viorel Popoviciu*  
Director General

Viorel POPOVICIU

**OBIECTIV:** In contextul geo- economic post pandemic -situatia conflictuala din Europa (razboiul Rusia- Ucraina) si criza energetica- cu efecte economice dificil de prevazut, se estimeaza cresterea cu 5% a cifrei de afaceri a anului 2023 comparativ cu anul 2022.

**I. POLITICA DE CONTRACTARE**

**TIPURI DE CONTRACTE :**

**Contracte INTERNE:**

Contracte tip dealer (D)

Contracte generale

Contracte strategice

Contracte de comision

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)

	Tematica targ	Localitate	perioada
1	CONSTRUCT AMBIENT EXPO	BUCURESTI	Martie 2023
2	METAL SHOW & TIB	BUCURESTI	Mai 2023
3	WESTERN METAL DEMO	ARAD	Mai 2023
4	BIFE- SIM	BUCURESTI	Septembrie 2023
5	DEMO METAL	BRASOV	Noiembrie 2023

- **expozitii externe- participare directa**

Tematica targ	Locatie	perioada
GRIND TEC	LEIPZIG/GERMANIA	Martie 2023

Director Vanzari

nov..2022

Liana GIURGIU

*Liana Giurgiu*



PV 10/25.11.2022

General Manager:

Viorel POPOVICIU

**Objective:** Based on post- pandemic geo-economical context, having unpredictable economic effects, in 2023 is estimated an increase of 5% in turnover compared with 2022.

**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

	Fair theme	Place	period
1	CONSTRUCT AMBIENT EXPO	BUCHAREST	March 2023
2	METAL SHOW & TIB	BUCHAREST	May 2023
3	WESTERN METAL DEMO	ARAD	May 2023
4	BIFE- SIM	BUCHAREST	September 2023
5	DEMO METAL	BRASOV	November 2023

- Foreign exhibition – direct participation

	Fair theme	Place	period
1	GRIND TEC	LEIPZIG/GERMANY	March 2023

Sales Manager  
Liana GIURGIU

Nov. 2022