

AVIZAT :
Director General
Viorel POPOVICIU

OBIECTIV: *cresterea vanzarilor pentru atingerea cifrei de afaceri realizata in 2023.*

I. POLITICA DE CONTRACTARE

TIPURI DE CONTRACTE :

Contracte INTERNE:
Contracte tip dealer (D)
Contracte generale
Contracte strategice
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.

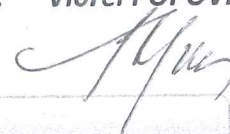
III. POLITICA DE PROMOVARE

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

	Tematica targ	Localitate	perioada
1	AMBIENT CONSTRUCT EXPO	BUCURESTI	Martie 2025
2	METAL SHOW TIB	BUCURESTI	Mai 2025
3	DEMOMETAL VEST	ARAD	Iunie 2025
4	TIB	BUCURESTI	Mai-Iunie 2025
5	BIFE SIM	BUCURESTI	Septembrie 2025
6	DENTA / ROMEDICA	BUCURESTI	Octombrie 2025
7	INDAGRA/ INDAGRA FOOD	BUCURESTI	Noiembrie 2025
8	DEMOMETAL BRASOV	BRASOV	Noiembrie 2025

Director Vanzari
Liana GIURGIU


General Manager: **Viorel POPOVICIU**



Objective: increasing sales to reach the turnover realized in 2023.

I. CONTRACTUAL POLICY

CONTRACT TYPES :

DOMESTIC MARKET CONTRACTS:

Dealer type contract

General type contract

Strategic type contract

FOREIGN 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	AMBIENT CONSTRUCT EXPO	BUCHAREST	March 2025
2	METAL SHOW TIB	BUCHAREST	May 2025
3	DEMOMETAL VEST	ARAD	June 2025
4	TIB	BUCHAREST	May- June 2025
5	BIFE SIM	BUCHAREST	September 2025
6	DENTA / ROMEDICA	BUCHAREST	October 2025
7	INDAGRA/ INDAGRA FOOD	BUCHAREST	November 2025
8	DEMOMETAL BRASOV	BRASOV	November 2025

Sales Manager
Liana GIURGIU

