

Herman Miller

Dealer opportunities



Potential dealer application

To help with discussions between Herman Miller and potential dealers please complete this application form. All details will be treated confidentially and this information will form the basis for future meetings. Please return completed forms to:

Heerco VanderGalien,
International Distribution Development,
Herman Miller Ltd,
Methuen Park,
Chippenham SN14 0GF, UK
Email: heerco_vandergalien@hermanmiller.com

Date

Company registered name:			
Trading/business name			
Registered address:			
Telephone:		Fax:	
Email:		Website:	
Other locations/branches:			
Other businesses:			

Ownership

Legal owners			
Key personnel:			
Name:		Phone:	
Job title:		Mobile:	
Email:			
Key personnel:			
Name:		Phone:	
Job title:		Mobile:	
Email:			

Business stability

Year Established		Turnover (£/\$/Eur)	Last 12 months	
Parent company (if any)			Previous 12 months	
Type of Business:				

Capabilities:

1. Number of people:	
Define the number of staff in the following areas	
Sales	
Marketing	
Design and CAD	
Project management installation	
Accounts/credit control	
After sales/customer support	
Warehouse	
2. Technology:	
List relevant software/systems	
CAFM	
Accounts packages	
Order management systems	
3. Marketing:	
% of annual turnover allocated to promotion	
4. Display space & warehouse:	
Showroom area (m ²)	
Showroom quality	(1 poor – 5 outstanding)
Warehouse size	

Supplier information:

List other suppliers

Seating	
Furniture	
Storage	
Accessories	
Others	

Target market:

Define your target market and provide a list of your major customers in the last 3 years.

References:

Trade reference	
Client reference	

Market Economic conditions

Country:

GDP	
GDP growth rate	
Population	
Office furniture market size	
Reasons for growth/decline in the economy	

City

GDP	
GDP growth rate	
Population	
Office furniture market size	
Reasons for growth/decline in the economy	

For official use only (To be filled in by Herman Miller Limited):

Dealer category	
Syteline Customer #	
Order entry system	EOS or Kiosk
Marketing catalogue login details	Login: _____ Password: _____
Hmeuronet/EOS login	Login: _____ Password: _____
Herman Miller Region	
Dealer sales territory	
Dealer Business Manager	