

**Objective:** 3% increase of sales volume- compared to 2014.

## I. CONTRACT POLICY

### CONTRACT TYPES :

#### DOMESTIC MARKET CONTRACTS:

Dealer type contract
Dealer type contract -monitoring phase
General type contract
Strategic type contract
Comision type contract
Consignment type contract

#### EXTERNAL MARKET CONTRACTS:

Purchase agreement
Comision agreement

## II. PRICE POLICY

### TYPE of DISCOUNTS:

- **Trade discounts** –are granted based on contracts- for annual turnover of 10.000 - 2.200.000 EUR.
- **Financial discounts** –are granted for advance payments.

Depending on the amount / product type / order are granted trade discounts per items.

## III. PROMOTION POLICY

- ❖ Domestic exhibition - direct or indirect (through dealers) - participation

	Fair theme	Place	period
1	AMBIENT CONSTRUCT-INSTAL	CLUJ NAPOCA	February 2015
2	TARGUL INTERNATIONAL TEHNIC	CLUJ NAPOCA	March 2015
3	CONSTRUCT EXPO	BUCURESTI	March 2015
4	BIFE- SIM	BUCURESTI	September 2015
5	TIB	BUCURESTI	October 2015

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