

## DSA Application Form

### General information

<b>Name of the DSA</b>	
<b>Town/City</b>	
<b>State</b>	
<b>Date</b>	
<b>Contact Person</b>	

### Office details

<b>Address:</b>			
<b>PIN Code:</b>		<b>City</b>	
<b>Fixed Phone #1:</b>		<b>Fax #</b>	
<b>Fixed Phone #2:</b>		<b>Email</b>	
<b>Mobile Phone:</b>			
<b>Service Tax Number:</b>			
<b>LST Number:</b>			
<b>PAN Number:</b>			

### Details of the proprietors/partners/directors

Name	% of ownership	Education	Age	Status / Position	Residential address & Phone No.	Current interests in other businesses

<b>Years of experience in the industry</b>	<b>_____ Years</b>
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**Company Information**

**Current status**

<b>Brands</b>			
<b>Current product&amp; services being sold</b>			
<b>Years of association</b>			
<b>Percentage contribution to overall turnover</b>			

**Manpower (number of full-time employed resources)**

<b>MANPOWER</b>	<b>Bus. Mgr.</b>	<b>Sales Executives</b>	<b>Sales Coordinators.</b>	<b>Tele Marketing Executives</b>	<b>Support staff</b>
<b>NO. OF PERSONNEL</b>					
<b>AVERAGE SALARIES</b>					
<b>AVERAGE CONVEYANCE</b>					
<b>AVERAGE INCENTIVES</b>					
<b>AVERAGE WORK EXP. WITH YOU</b>					

**Financial information**

**Turnover and profit**

	<b>Total turnover</b>	<b>Total profits</b>
<b>FY01</b>		
<b>FY02</b>		
<b>FY03</b>		

**Investment capabilities**

<b>Initial investment that you are able to make:</b>	
<b>Planned source of funds</b>	

**Financial references: Bankers**

<b>Bank name</b>	<b>Address</b>	<b>Phone number</b>	<b>Manager's name</b>

**Service level**

**Infrastructure and Systems**

<b>Hardware</b>	<input type="checkbox"/> Available computers with internet connection <input type="checkbox"/> Available computers but no internet connection <input type="checkbox"/> No computers	
<b>Location quality of the office</b>	<input type="checkbox"/> Prime location <input type="checkbox"/> Good quality location	<input type="checkbox"/> Low quality location
<b>Total office space (in sq. ft)</b>		

**Sales Source Information**

<b>Source of Sales</b>	<b>Percentage (last one year)</b>
<b>Cold Calls</b>	
<b>Field Activities</b>	
<b>Referrals</b>	
<b>Company leads</b>	
<b>Bulk Orders</b>	

**Applicant Name & Signature** \_\_\_\_\_