

Application



Company name:	
Legal address of company:	
Actual address of company:	
Address of proposal: Permanent	
Address of proposal: Temporary (if applicable)	
Application Date:	

Map of the city with regional points of attraction



«точки притяжения»: крупные торговые центры, автодилерские предприятия, крупные магистрали со значительным трафиком и т.п.

Points of attraction:

Map of the city

Comments:

Photos of facility (1) (Temporary solution)



Candidate name:	
Showroom	Workshop
Photo	Photo
Size – m ²	Size – m ²
Warehouse	Bodyshop
Photo	Photo
Size – m ²	Size – m ²
Comments:	

Photos of facility (2) (Temporary solution)



Candidate name:	
Front view	Side view
Photo	Photo
New car storage	Parking
Photo	Photo
Comments:	

Photos of facility (3) (Temporary solution)



Candidate name:	
View from road to DC	View from road to DC
Photo	Photo
Other	Other
Photo	Photo
Comments: If applicable Date of Construction building / Latest reconstruction	

Detailed location (Temporary solution)



Подробная карта с расположением предложения относительно основной дороги

Candidate name:

Points of attraction
/
main roads:

Map

Comments:

General plan (Temporary solution)



На генплане участка необходимо указать все линейные размеры и расстояние до главной дороги, заполнить таблицу экспликации с указанием площадей. Указываются ВСЕ здания и площади (включая ДЦ и площади других брендов, если такие присутствуют на участке).

Зоны KIA обозначаются графически.

Парковочные места отображаются поштучно и должны соответствовать легенде.

Candidate name:

Guest parking –
Test-drive –
Personnel parking -
Customers repair
zone
parking -
New car storage –

Plot of land – m²

Plan

Comments:

1st floor plan (Temporary solution)

Пример поэтажного плана дилерского центра (1 этаж). В случае мульти-брендовых центров, графически обозначаются также помещения соседствующих брендов/функциональные зоны, используемые для других брендов.

Candidate name:

	Candidate's data	BDD data	Standards
Showroom Net display area Ceiling height	m ² m ²		
Workshop Ceiling height Number of lifts Total number of bays	m ²		
Warehouse	m ²		
Technical rooms	m ²		
Bodyshop			



Comments:

Если картинка не достаточно читабельна, просьба предоставить ее отдельным файлом дополнительно.

Обязательно указываются:

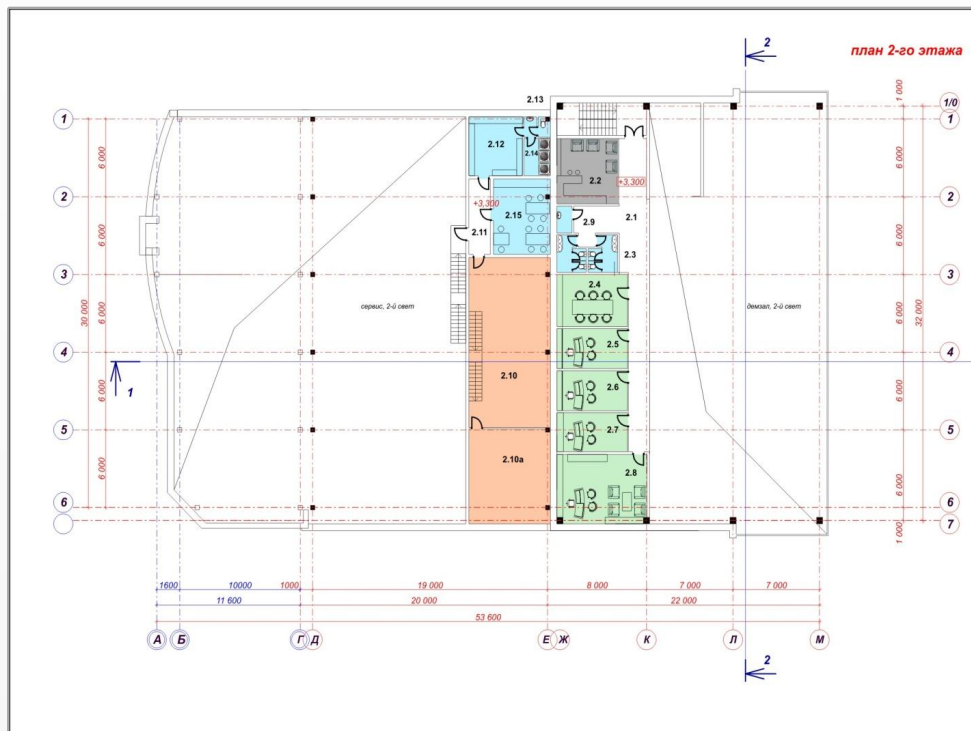
- линейные размеры и сетка направляющих (как в примере)
- наличие и места колонн, опор и прочих элементов несущих конструкций
- логистика перемещения автомобилей

2nd floor plan (Temporary solution)



Candidate name:

	Candidate's data	BDD data	Standards
Warehouse	m ²		
Client zone	m ²		
Other rooms	m ²		



Comments:

Reconstruction schedule (Temporary solution)



Reconstruction schedule of existing facility	
Required actions by the candidate / dealer	Date of end
Temporary project confirmation in line with KMR requirements	month/year
Exterior renovation	month/year
Internal renovation	month/year
Service equipment implementation	month/year
Dealership territory compliance	month/year
Technical launch	month/year

Photos of facility (1)

(Permanent solution)



Candidate name:	
Showroom	Workshop
Photo	Photo
Size – m ²	Size – m ²
Warehouse	Bodyshop
Photo	Photo
Size – m ²	Size – m ²
Comments:	

Photos of facility (2) (Permanent solution)



Candidate name:	
Front view	Side view
Photo	Photo
New car storage	Parking
Photo	Photo
Comments:	

Photos of facility (3) (Permanent solution)



Candidate name:	
View from road to DC	View from road to DC
Photo	Photo
Other	Other
Photo	Photo
Comments: If applicable Date of Construction building / Latest reconstruction	

Detailed location (Permanent solution)



Подробная карта с расположением предложения относительно основной дороги

Candidate name:

Points of attraction
/
main roads:

Map

Comments:

General plan (Permanent solution)



На генплане участка необходимо указать все линейные размеры и расстояние до главной дороги, заполнить таблицу экспликации с указанием площадей.

Указываются ВСЕ здания и площади (включая ДЦ и площади других брендов, если такие присутствуют на участке).

Зоны KIA обозначаются графически.

Парковочные места отображаются поштучно и должны соответствовать легенде.

Candidate name:

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Test-drive –
Personnel parking -
Customers repair
zone
parking -
New car storage –

Plot of land – m²

Plan

Comments:

1st floor plan (Permanent solution)

Пример поэтажного плана дилерского центра (1 этаж). В случае мульти-брендовых центров, графически обозначаются также помещения соседствующих брендов/функциональные зоны, используемые для других брендов.

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Workshop Ceiling height Number of lifts Total number of bays	m ²		
Warehouse	m ²		
Technical rooms	m ²		
Bodyshop			



Comments:

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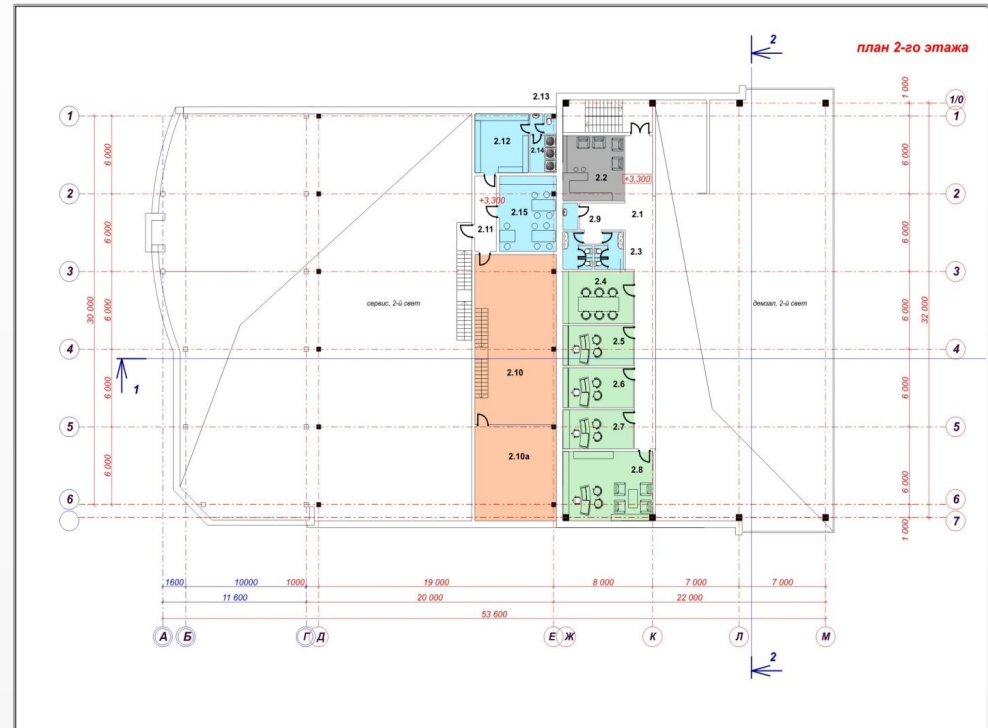
- линейные размеры и сетка направляющих (как в примере)
- наличие и места колонн, опор и прочих элементов несущих конструкций
- логистика перемещения автомобилей

2nd floor plan (Permanent solution)



Candidate name:

	Candidate's data	BDD data	Standards
Warehouse	m ²		
Client zone	m ²		
Other rooms	m ²		



Comments:

Reconstruction schedule (Permanent solution)



В зависимости от предложения кандидата заполняется один из 2-х графиков – реконструкция существующего здания или строительство нового дилерского предприятия, слайд 18 или 19 соответственно.

Reconstruction schedule of existing facility	
Required actions by the candidate / dealer	Date of end
Permanent project confirmation in line with KMR requirements	month/year
Exterior renovation	month/year
Internal renovation	month/year
Service equipment implementation	month/year
Dealership territory compliance	month/year
Technical launch	month/year
Grand Opening	month/year

New facility construction schedule (Permanent solution)



В зависимости от предложения кандидата заполняется один из 2-х графиков – реконструкция существующего здания или строительство нового дилерского предприятия, слайд 18 или 19 соответственно.

Construction schedule	
Required actions by the candidate / dealer	Date of end
Permanent project and detailed schedule confirmation in line with KMR requirements	month/year
Construction territory preparing/Fence installing	month/year
Zero stage	month/year
Metal frame installation	month/year
Roof	month/year
Walls	month/year
Glazing	month/year
Service equipment installation	month/year
Interior works	month/year
Dealership territory accomplishment	month/year
Technical launch	month/year
Grand Opening	month/year

Company experience



Current Brand Portfolio							
Brand	Official/ Not official	Date of start	Address of center	Permanent / Temporary	End of construction if temporary	Size showroom /workshop	Achievements
		Month/Year	City, Street, Address		Month/Year	m ² / m ²	

Sales Data											
Brand	New cars (units)			Service (flat rate hours)			Spare Parts (TRUR)			Last Year Account date	
	2014	2015	YTD 2016	2014	2015	YTD 2016	2014	2015	YTD 2016	Working Capital	Net Profit after TAX
Total											

Отдельной презентацией предоставляется фотоматериала по дилерским предприятиям других брендов, обозначенных выше в портфолио компании.

Comments:

Management experience (proposal)



General Director	Sales	Service
Short CV Month/Year – position, company, brand Education	Short CV Month/Year – position, company, brand Education	Short CV Month/Year – position, company, brand Education
<div style="border: 1px solid black; width: 100%; height: 100%; display: flex; align-items: center; justify-content: center;"> P h o </div>	<div style="border: 1px solid black; width: 100%; height: 100%; display: flex; align-items: center; justify-content: center;"> P h o </div>	<div style="border: 1px solid black; width: 100%; height: 100%; display: flex; align-items: center; justify-content: center;"> P h o </div>
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Comments:

Sales plan



Sales plan for 3 years (units)

CLASS (MODEL)	3 year sales plan											
	1 year				2 year				3 year			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
A (Picanto)												
B (Rio, new QB)												
C (Cee'd, Cerato)												
B-SUV (Soul)												
C-SUV (Sportage)												
D-SUV (Sorento)												
Other												
Total												
			Total:	0			Total:	0			Total:	0
			SPD	0			SPD	0			SPD	0

Sales plan for 1 year per month (units)

CLASS (MODEL)	Month											
	1	2	3	4	5	6	7	8	9	10	11	12
A (Picanto)												
B (Rio, new QB)												
C (Cee'd, Cerato)												
B-SUV (Soul)												
C-SUV (Sportage)												
D-SUV (Sorento)												
Other												
Total												

KPI: Rio / None Rio Mix

Comments:

Marketing plan



Marketing plan for 3 years (TRUR)

CLASS (MODEL)	3 year sales plan											
	1 year				2 year				3 year			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
ATL (TV, Press, Radio, Outdoor)												
Internet												
BTL (Shows, events, POS, Direct mail, Sponsorships)												
Brochures, booklets												
Total												
	Total:				Total:				Total:			
	0				0				0			

Marketing plan for 1 year per month (TRUR)

CLASS (MODEL)	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
ATL (TV, Press, Radio, Outdoor)												
Internet												
BTL (Shows, events, POS, Direct mail, Sponsorships)												
Brochures, booklets												
Total												
	Total:				Total:				Total:			
	0				0				0			

KPI: Marketing expenses per 1 unit sold

Comments:

Personnel plan



Personnel plan 3 years (people)

CLASS (MODEL)	1 year	2 year	3 year
Management + Administration			
Sales Dept.			
Workshop			
Bodyshop			
Other			
Total			
	Total: 0	Total: 0	Total: 0

KPI: Analysis Dealership center

- Unit sold per 1 Sales Manager (average per month)
- Number of technicians per working bay (average per month)
- Number of Spare Parts Managers (average per month)

Comments:

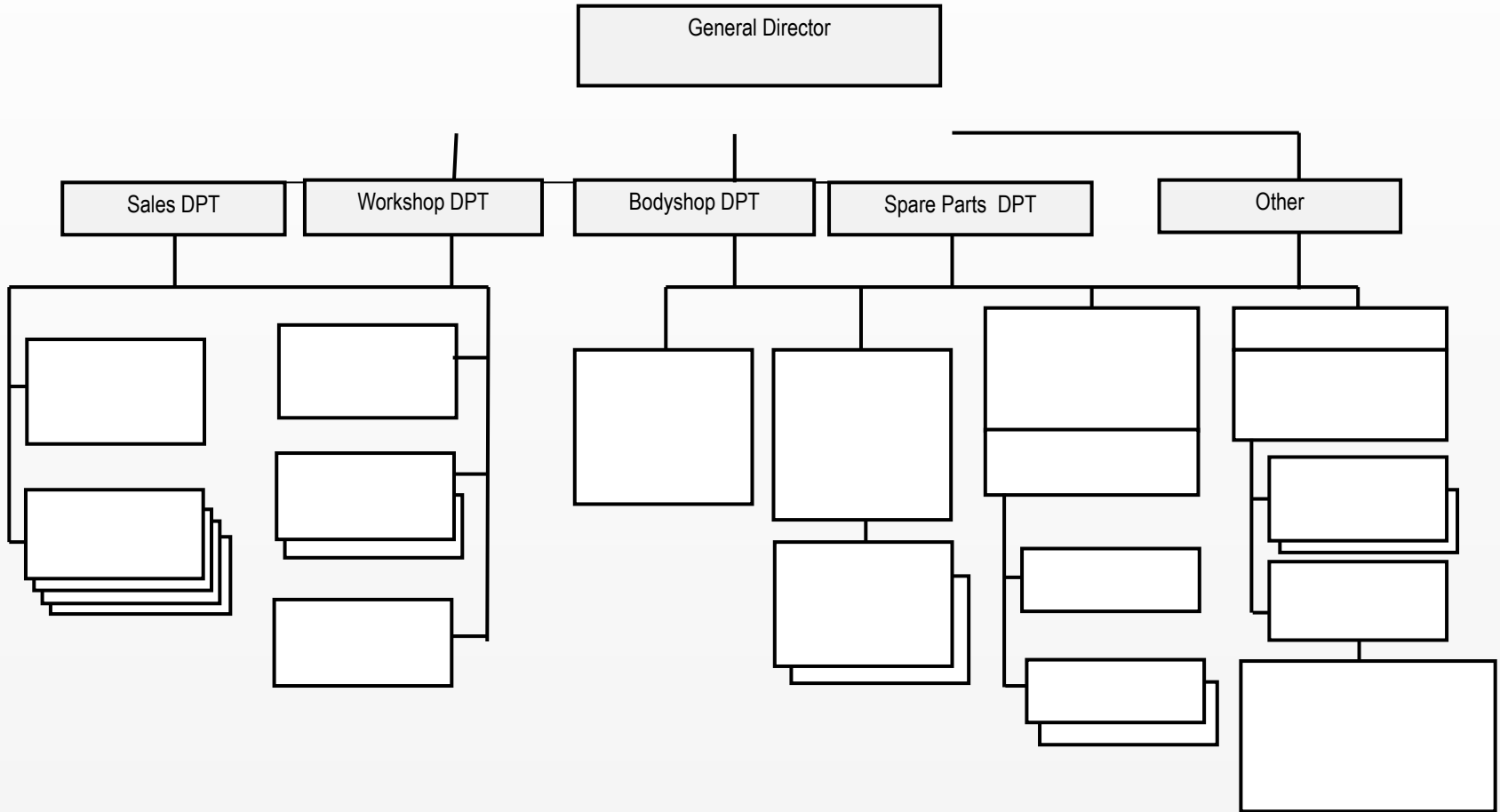
Investments and Working capital



Investment details		<p style="text-align: center;">Official letter from bank</p> <p style="text-align: center;"><i>Copy of documents attached separately (Credit Agreement / Balance Sheet / PL Statement)</i></p>
Source, type (Own/Credit)		
Amount, TRUR		
Name of Bank <i>(if applicable)</i>		
Interest <i>(if applicable)</i>	%	
Date of closure <i>(if applicable)</i>	Month/Year	
Comments:		

Working Capital		<p style="text-align: center;">Official letter from bank</p> <p style="text-align: center;"><i>Copy of documents attached separately (Credit Agreement / Balance Sheet / PL Statement)</i></p>
Source, type (Own/Credit)		
Amount, TRUR		
Name of Bank <i>(if applicable)</i>		
Interest <i>(if applicable)</i>	%	
Date of closure <i>(if applicable)</i>	Month/Year	
Comments:		

Personnel structure for Year 1



Comments:

Ownership information



	Current Business	New legal entity for KIA
Person A, Owner Name, Share %		
Person B, Owner Name, Share %		
Holding Structure <i>(if applicable)</i>		
Comments:		

Owner's information



	Owner
Name	
Date of Birthday	
Education	
Family Status	
Hobby	
	Phot o

В случае юридического лица необходимо предоставить данные об учредителе (-ях) материнской компании.

Comments:

Facility status



	Status (own/rent)	Value of assets (TRUR) or rent details (period)	Construction timing (month/year)	Investment requirements (TRUR)	Share with other brands	Legal Status (issues/pledges)
Temporary facility <i>(if applicable)</i>						
Permanent facility						
Land						
Comments:						

Additional information to be provided separately



		Materials/information provided (YES / NO)
1.	CSI Data, Mystery Shopping Results*	
2.	Detailed foto materials (showroom, workshop, bodyshop, warehouse, dealership center territory)	
3.	Video materials (view on proposal from main road, view on main road)	
4.	Detailed facility drawings	

*			2014	Russian Average as 2014	2015	Russian Average as 2015	YTD 2016	Russian Average as 2016
Brand	CSI Date	Sales						
		Service						
	Mystery Shopping							
Brand	CSI Date	Sales						
		Service						
	Mystery Shopping							

Comments:

Additional documents to be provided separately (by e-mail)



		Materials/information provided (YES / NO)
1.	Charter of legal entity	
2.	Certificate of state registration	
3.	Certificate of TAX registration	
4.	Certificate of building/land ownership or rent agreement	
5.	Protocol on the election of the Head of acting on behalf of the Company without power of attorney	
6.	Order on Chief Accountant appointment	
7.	Actual extract from EGRUL	
8.	Financial statements for the last fiscal year and quarter	
9.	Copies of Owner and General Director passports	

Comments: