



U.S. Commercial Service

American Embassy – FCS

PSC 59, Box 30

APO AE 09624

Tel: +39-06-4674-2382

Fax: +39-06-4674-2113

E-mail: rome.office.box@mail.doc.gov

CUSTOMIZED MARKET RESEARCH SERVICE (CMR) PRELIMINARY ORDER FORM

PLEASE NOTE: This is a non-binding, preliminary order form. Your order will only become final by mutual agreement, after CS Italy has confirmed the marketability in Italy of your products or services and your payment has been received.

Fees:

Standard set of topics - \$3,100 (see page 2). If you prefer the flexibility of designing your own set, the fee will be negotiated based on the number and complexity of your topics.

Your Contact Information:

Contact Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

I would like to order the standard set of topics for \$3,100.

I would like to design my own set of topics, as detailed on page 2. Please contact me to discuss appropriate fee.

Once the order has been confirmed I plan to pay

by Credit Card

by Check

Signature: _____

Please fax or e-mail both pages of the Preliminary Order Form and the Questionnaire to: 011-39-06-4674-2113 or rome.office.box@mail.doc.gov

CUSTOMIZED MARKET RESEARCH SERVICE (CMR) STANDARD SET OF TOPICS

- Market Size:** Information on market size/demand for a particular product or service including import/export statistics, local production, and imports from the U.S.

- Market Trends:** Evaluation of market potential for a particular product or service based upon general market trends, industry sources, and import statistics. The reports includes expected significant developments likely to have an impact on market prospects, such as major new investments or projects, government programs, policy changes, new legislation, etc.

- Contact Lists:** Product-specific list of companies that could serve as potential agents/distributors. Includes basic contact information including company names, address, telephone and fax numbers and email as available.

- Sales Channels:** Identification of usual sales channels for marketing a specific product or service in a given market.

- Market Entry Issues:** Information on duties, taxes, quotas, non-tariff barriers and local trade regulations which may affect the marketing of a specific product or service.

- Standards/Product Registration:** Information on standards and required registration procedures as they pertain to a particular product or service.

- Regulatory Issues:** Information on the general regulatory environment and legislation governing the marketing of products or services in a given sector.

- Competition:** Identification of competitive (both local and other foreign) technologies, products or services, and suppliers/producers of a given product or service in the market.

- In place the complete set of standard topics, I want to order only those topics marked above and/or the following topic(s) particular to my company's product or service:** _____

Please be sure to complete the Order Form on page 1.