

APPLICATION FOR A NEW DEALER FRANCHISE

P R O C E D U R E

Authority concerning any RCA dealer Franchise is solely the responsibility of the Regional Manager.

ADMINISTRATION PROCEDURE

1. A direct request for franchise is to be investigated by the SALESMAN, and report giving full information provided to the REGIONAL MANAGER as per attached form (See Annex A).
2. A draft application form (Approval for RCA Franchise) with all details, together with the customer financial statement are to be passed on by the SALESMEN to the REGIONAL MANAGER'S SECRETARY (See Annex B).

N.B. To mention what type of account:

- a) Regular dealer - all products, Home Instruments only or Appliances
- b) Jobber - sub-jobber
- c) Educational - Institutional
- d) Rental outlet
- e) Premium

3. An application for an RCA Franchise is to be typed in duplicate by the REGIONAL MANAGER'S SECRETARY, and reviewed for signature by the SALES MANAGERS concerned.

Both copies should be given to the CREDIT DEPARTMENT for investigations by the REGIONAL MANAGER'S SECRETARY.

4. Final review and approval is to be given by the REGIONAL MANAGER when new dealer has been visited by the SALES MANAGER with the SALESMAN, and after all signatures, recommendations plus credit investigations have been completed and account is to be accepted.

New account should be coded by the CREDIT DEPARTMENT and original of the Application form should be returned to the REGIONAL MANAGER'S SECRETARY (copy is to be kept by the CREDIT DEPARTMENT).

5. ORDER DESK is to be advised by the CREDIT DEPARTMENT (See Annex C) in order that new plate be prepared.

Copy of Annex C is to be sent to the SERVICE and PARTS DEPARTMENTS by the CREDIT DEPARTMENT for their information.

Cont'd.

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ADMINISTRATION PROCEDURE (Cont'd)

6. A dealer Franchise Agreement with letter of Welcome is to be prepared by the REGIONAL MANAGER'S SECRETARY.
7. The complete Franchise wrap-up should be given to the SALESMAN responsible to call on the account (white and blue copies of the Dealer Franchise Agreement are to be duly signed by the REGIONAL MANAGER).

New dealer is to be visited by a SALES MANAGER with the SALESMAN. He is to outline personally to the DEALER our distribution and advertising policy.

The dealer is to sign the white and blue copies of the Franchise Agreement. White copy is to be left for the Dealer's records and blue copy is to be returned to the REGIONAL MANAGER'S SECRETARY, who will be responsible for keeping complete reference file of all new dealers appointed.

8. A "Dealer Fact Sheet" form is to be filled in by the SALESMAN for each new account, and given to the REGIONAL MANAGER'S SECRETARY for necessary action.

I M P O R T A N T

- A. SALESMEN are to clearly acquaint the DEALER of ALL RCA POLICIES on our products, particularly:

- 1) Distribution
- 2) Advertising
- 3) Pricing
- 4) "P.S." Program
- 5) Warranty-12
- 6) Terms of delivery
- 7) Merchandise return policy

- B. If a dealer does not want to subscribe to the "P.S." Program, because he carries out his own service:

- One of the TECHNICAL REPRESENTATIVES is to investigate DEALER'S service facilities and decide whether it would be acceptable or not.

In the affirmative, TECHNICAL REPRESENTATIVE is to obtain dealer signature (See Annex D), and submit completed form to the WARRANTY ADMINISTRATOR for his files.

Cont'd.

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P R O C E D U R E

G E N E R A L

- 1.1 The REGIONAL MANAGER'S SECRETARY is to be advised of any change of SALESMAN'S Territory.
- 1.2 Removal notice of any dealer is to be initiated by the SALESMAN and/or the SALES MANAGER, and submitted with suitable recommendations to the REGIONAL MANAGER'S SECRETARY for cancellation procedure (Procedure to follow).

NOTE: ONLY REGIONAL MANAGER is authorized to CANCEL a DEALER FRANCHISE.

- 1.3 List of SALESMEN'S DEALERS is to be supplied to the REGIONAL MANAGER'S SECRETARY by each SALESMAN every three months.
- 1.4 Any change of:
 - a) Dealer's address
 - b) Dealer's telephone number
 - c) Owner's name (and consequently private address)

are to be supplied to the REGIONAL MANAGER'S SECRETARY.

- 1.5 The following:
 - a) Competitive Franchise information
 - b) Prospective dealers
 - c) Franchise refusals

are to be supplied to the REGIONAL MANAGER'S SECRETARY by the SALES MANAGERS, SALESMEN and ORDER DESK.

Issued by: M.E. Blanchette

Date: October 11, 1972

Date

To:

From: M. Blanchette

Subject: REQUEST FOR FRANCHISE

We have just had a request for franchise from the following:

NAME:

ADDRESS:

TELEPHONE NO:

OWNER:

PRODUCTS REQUESTED:

TELEVISION: ___ Color
 ___ B/W

AUDIO ELECTRONICS: ___ Stereo
 ___ Radio
 ___ Phono
 ___ Tape Rec
 ___ Modular

APPLIANCES: ___

LINES CARRIED AT PRESENT:

NAME AND ADDRESS OF BANK:

SALES TAX LIC. NO:

Please investigate this case thoroughly without making any promises of a franchise.

Remember RCA's new policy that unless a dealer can give us a reasonable volume of business in accordance with the locality, we cannot grant a franchise.

Please report without delay giving full information.

MB/mt

Territory _____

Date of Request _____

Trade Name: _____

City: _____

Address: _____

County: _____

Province: _____

APPLICATION

Name of owner (s) _____ Phone No: _____

Owner's Address _____

Name & Address of Bank _____

Sales Tax Lic. No. _____ D & B Rating: _____

Lines carried at present: 1- Electronics _____

2- Appliances _____

Name of RCA Dealer in the surrounding area _____

Reasons for change of Dealer _____

Name of present Dealer _____

\$ Volume of present Dealer (yearly) _____

Estimated \$ Volume of new Dealer (yearly) _____

Products requested:

TELEVISIONS _____ Color

AUDIO ELECTRONICS _____ Console Stereo

_____ B/W

_____ Radio - Phono - Tape Re

APPLIANCES _____

_____ Module

APPROVAL

Regional Manager

Electronic Sales Manager

Television Sales Manager

Appliance Sales Manager

Code No: _____

Credit Manager

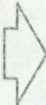
Date of Final Approval

RCA

RCA LIMITED

ANNEX (C)

S
E
N
D
T
O



FROM

DEPARTMENT

DATE

SUBJECT

MESSAGE

USE LOWER PORTION FOR REPLY

REPLY FROM

DATE

TO ORIGINATE:

HAND OR TYPEWRITE MESSAGE. REMOVE YELLOW COPY (FOLLOW-UP COPY) AND FORWARD BALANCE OF SET.

— VE ENVELOPE TYPING: FOLD FORM AT ARROWS OR USE IN #9 OR #10 WINDOW ENVELOPE.

AVOID VERBAL INSTRUCTIONS

..... USE A

SPEEDY MEMO

TO REPLY:

WRITE REPLY. SNAP SET - RETAIN WHITE ORIGINAL AND RETURN PINK COPY.

LETTER CONTRACT WITH SERVICING
DEALERS NOT SUBSCRIBING TO THE
"P.S" PROGRAM

(Date)

TO: RCA Limited

This will confirm that I/we do not wish to participate in the RCA "P.S." Program Warranty Program on Color Television Receivers, and therefore are not to be billed for the appropriate one-year Labour Contract.

In lieu of this, I/we will undertake to make our own service arrangements with the purchasers of the RCA Color TV receivers that we sell and ensure that they are granted the full benefit of this program without additional expense or inconvenience.

Yours very truly

(Name)

(Address)

SERVICING DEALER