



联合国工业发展组织中国投资与技术促进处  
产业集群及资本运作方案

引进战略投资项目基本信息表格

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*\* 请填写者真实、准确、详尽地完成该调查表，所填写的任何信息或数据将被严格保密*

<b>Company Name 公司名称</b>	
<b>Address 地址</b>	
<b>Year Established 成立时间</b>	
<b>Funding Size and Proportion 融资金额及比例</b>	
<b>Funding Purpose 资金用途</b>	

<b>Plan for IPO 是否有上市计划</b>	
<b>Proposed Underwriters for IPO 拟邀请上市中介机构</b>	
<b>IPO Time Table 上市时间安排</b>	

<b>1 Company Background 公司概况</b>
<b>1.1 Introduction of company background information and business model 公司的基本情况及业务（盈利）模式介绍</b>



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1.2 Diagram of equity structure, including the equity structure of group companies and subsidiaries (if possible):  
公司股权结构图，包括公司股东，集团下属各子公司的股权结构（如有）：

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**2 Industry Analysis 行业分析**

2.1 Please briefly summarize the outlook of your industry (e.g. size, growth rate, prospect, etc)  
请简述本行业的概况(如市场规模、增长速度及发展前景等)?

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2.2 Is this industry import- or export-orientated? How much are sales and profit margins in the domestic and overseas markets expected to change over the next 3 years?  
本行业的目标市场主要是在国内还是海外？未来三年国内与海外市场销售额和利润率的变化情况如何？

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2.3 What are average gross/net profit margins in this industry, and any expected change in the next 3 years?  
本行业的平均毛、净利润率以及未来三年变化预测？

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<p>2.4 What are the entry barriers in this industry (e.g. start-up costs, patents/licenses, government regulation, etc) and potential underlying risk? 本行业的进入壁垒是什么（如启动资金大，必要技术专利或特许，政府保护监管等）？潜在风险在哪里？</p>
<p>2.5 How concentrated is the industry? Is it dominated by large companies or a number of small companies? Is it highly competitive, or is there a degree of monopoly? 行业的集散程度如何？大公司为多，还是有许多小公司？属于自由竞争？垄断程度？</p>
<p>2.6 Does this industry belong to: ( ) 此行业属于: ( )</p>
<p>(A) Labor intensive 劳动密集行业</p>
<p>(B) Technology intensive 技术密集行业</p>
<p>(C) Capital intensive 资金密集行业</p>
<p>(D) Several of the above (please indicate) 同时具备哪几种行业特性</p>
<p>2.7 What is China's position in this industry? Has the industry been transferred from other countries? In China world-class in this industry or is it less advanced? 中国在此行业的地位？（是否属于国外转出产业？目前处于世界领先地位，或者比较落后的地位？）</p>





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<b>4.4 What is the company's market share? Any advanced technology or patent applied for each major product?</b> 公司各类产品的市场份额, 技术含量与专利情况
<b>4.5 Are there substitutes for your products?</b> 市场中存在的替代产品有哪些?

<b>5 Supplies &amp; Sales 供应及销售</b>
<b>5.1 Please give a timeline for the sales process (from bidding to receipt of payment):</b> 公司主要产品的销售流程 (从招投标到货款全部回收) 及每个阶段大致需要的时间:
<b>5.2 Please outline the pricing strategy for major products and compare it with competitors', including how prices have changed over the past two years (if available):</b> 主要产品的定价策略及与主要竞争对手的比较, 包括过去两年当中主要产品价格的变化情况 (如有):
<b>5.3 Please outline the company's main suppliers and the extent of their importance to the company</b> 请列出公司的主要供应商及其对公司的重要程度?



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<p>5.4 Please outline the company's main customers, including top 10 customers, and the percentage of revenue from each since 2006 (if available): 主要客户分布, 请列出 2006、2007 和 2008 年截至最近一期前 10 大客户及每个客户的销售额占比 (如有):</p>
<p>5.5 What are the main sales channels for each major product? 各主要产品销售渠道有哪些?</p>
<p>5.6 What is the volume and sales revenue of exports over the past three years? What proportion of the company's total production and sales do exports account for? 过去三年出口量和出口额 (如有) 以及占公司总体生产量及销售金额的比例? 分品种的出口量和出口金额?</p>
<p>5.7 What is size of the company's unfulfilled orders? How long is the duration of each order? 公司目前已经签订尚未执行的定单金额, 以及各批订单的期限?</p>

**6 Competitive Environment 竞争环境**

6.1 What is the market share of each major product?

公司各主要产品及其市场份额?





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6.6 Which domestic customers has the company successfully targeted recently? What was the strategy and how was it implemented?

公司在近期拟拓展的国内新客户有哪些？新客户开拓的主要策略及途径？

6.7 What is the company's core competitive strength and weakness?

公司的核心竞争能力及劣势在哪里？

**7 Financial Information 财务状况**

7.1 Please attach the company's audited financial statements for 2006-2008 (if available)

公司 2006 年，2007 年，2008 年经审计的财务报表（如有）

7.2 Please illustrate the company's revenue and cost breakdown

按照业务/产品/地区划分的收入与成本列表

7.3 What are the company's financial projections for the next three years (if available)

公司未来三年的财务预测（如有）



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<b>8 Financing &amp; Strategic Planning 融资计划及战略规划</b>
<b>8.1 What is the amount of the company's proposed financing? Complete within one round or several rounds? What's the financing purpose and proposed schedule?</b> 公司拟融资规模，是否分批次融资，资金使用用途及时间安排？
<b>8.2 Please introduce the background of the company's previous financing experience(e.g. number of rounds, amount of investment, name of investors, deal structure, etc)</b> 请介绍公司本次融资前的资金募集情况(融资轮数, 金额, 投资者名称, 交易结构等)
<b>8.3 If domestic and international demands slow in the next 1-2 years, how would the company deal with this?</b> 如果国内外市场需求在未来1—2年后出现放缓，公司主要的应对策略有哪些？
<b>8.4 What are the company's development strategy and implementation plan?</b> 公司的发展战略及如何有效实施战略规划？
<b>8.5 Please briefly introduce the company's current and prospective partners as well as the characteristics and duration of partnership?</b> 请介绍公司目前及未来的合作伙伴，合作关系的性质及期限？



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In addition to financing needs, please list other types of request (e.g., international cooperation, training, etc)  
除了融资需求, 请列出其他需求 (如国际合作与资源链接, 培训等)

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<b>Prepared by (填表人):</b>	
<b>Contact Information (填表人联系方式):</b>	
<b>Date (填表日期):</b>	

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