

**Yurtdışı Pazarlama Faaliyeti Değerlendirme Formu**

**Firmalar**

**(EK IV-4)**

 DERLENDİRME FORMU

Faaliyetin Düzenlendiği Şehir/Ülke:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Faaliyet Tarihi : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Firma Adı: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Dolduran Kişinin Adı-Soyadı ve Görevi: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. İşbirliği kuruluşu tarafından faaliyet öncesinde yapılan bilgilendirmeye ilişkin memnuniyet düzeyiniz nedir? (Bilgilendirme dosyası, toplantı vb.)

*Çok Kötü Kötü Orta İyi Çok İyi*

**1 2 3 4 5 6 7 8 9 10**

1. Bu yurtdışı pazarlama faaliyeti firmanızın rekabet gücü ve ihracat kapasitesini artırmasına ne düzeyde katkı sağladı?

*Çok Kötü Kötü Orta İyi Çok İyi*

**1 2 3 4 5 6 7 8 9 10**

|  |  |
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| 1. Bu faaliyet kapsamında kaç adet iş görüşmesi gerçekleştirdiniz? |  |
| 1. Görüşmelerinizin kaç tanesinin olumlu sonuçlanma potansiyeli var? |  |
| 1. Görüşmeler ve saha ziyaretleri sonrasında satış gerçekleştirilen alıcı sayısı |  |

1. Bu yurtdışı pazarlama faaliyeti kapsamında gerçekleştirilen iş görüşmelerine ilişkin memnuniyet düzeyiniz nedir?

*Çok Kötü Kötü Orta İyi Çok İyi*

**1 2 3 4 5 6 7 8 9 10**

1. Faaliyete ilişkin genel memnuniyet düzeyiniz nedir?

*Çok Kötü Kötü Orta İyi Çok İyi*

**1 2 3 4 5 6 7 8 9 10**

**DEĞERLENDİRMELER**

Faaliyetin size kazandırdıkları neler oldu?

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Faaliyetin memnun kalmadığınız yönleri nelerdir? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Sonraki faaliyetler için önerileriniz nelerdir? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Not: Her firma için bir anket formu doldurulacaktır.

Kâğıt sarfiyatını önlemek için önlü-arkalı basınız.