

Information supporting your application

You may wish to supply additional material in support of your application:

1. Company profile

A copy of the most recent Annual Report of the applicant, and of its ultimate UK parent (if applicable) will assist us in considering your application.

2. The market

- (a) Size – an estimate of the UK market for the equipment in question, both by sale and hire if possible, and of the applicant’s position in those sectors of the market.
- (b) Competition – names of principal competitors in the market and an indication of their market shares.
- (c) Market characteristics – evidence illustrating the characteristics of the market (growth, stability, decline, and cyclical factors) and comments on likely future trends are helpful. If the applicant only serves a particular area, it would be of interest to know how the market there may differ from the general UK market.
- (d) Nature of products – typical useful life, ease of installation, service requirements, rate of product innovation, availability. Comments on advantages to the hirer of the applicant’s products over those of competitors would be helpful.
- (e) Second-hand markets – their size and level of activity and the degree of the applicant’s own involvement.
- (f) The hirer – a profile of typical users and target consumers. Where equipment is for general domestic use there may be little to distinguish particular groups of users. On the other hand, business hirers often can be more readily segmented in terms of occupation or trade, market sector, size of company, business function etc.

3. The applicant's hire business

It may sometimes be difficult to provide information on the UK market, as a whole, but information on an applicant's own business is usually available. In this context, the figures relating to items (a) to (e) below would be helpful:

- (a) The value and number of agreements in the existing portfolio.
- (b) The typical take up of agreements over a year or specified period.
- (c) The average life of agreements. The number and value of those agreements remaining in force beyond the minimum hire period.
- (d) The number and value of agreements terminated prior to expiry of the minimum hire term over a year or a given period.
- (e) An estimate of the number of hirers expected to take advantage of the section 101 right, with reasons, and broken down, if possible, as between:
 - (I) non-regulated agreements
 - (II) regulated agreements not caught by section 101, and
 - (III) section 101 agreements (that is, agreements which do not require payment by the hirer of £1,500 or more in any one year).