

# Specialty Gas Market Entry Questions for Consideration



## MARKETING/SALES/BUSINESS PLANNING

- Do you want to be in the specialty gas business?
- Do you know what customers to target?
- Will your partner provide you with leads and market data for your geography?
- Do you have resources you can allocate to specialty gas filling and selling?
- What credibly-demonstrated track record of quality can your potential partner supply?
- Can that potential partner supply references?
- Who will train your team to market and sell specialty gas products?
- At what frequency will your partner be available to support you in training and joint sales calls?

## QUALITY/TECHNOLOGY

- How many EPA audits has your potential partner participated in?  
What were the results?
- What technical support organization is in place to support your technical needs operationally and with the customer?
- What happens when your customer receives a bad cylinder of gas?  
Will you know the response time from your partner?  
How many technical people are employed at the partner?
- Software: How state of the art is your provider's software? Is it web based? Does your supplier have software?

## LEAD TIME/LOGISTICS

- For products you source, what will your lead times be? How do they compare to the market?  
Are they good enough?
- How close is your facility to your partner's supply plant?
- What will your freight costs be?
- Does your supplier have a nationwide cylinder distribution network?

## Questions?

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