

# Supplier Intelligence Program

We thank you for your interest in the Brand△lliance™ Supplier Intelligence program.

Please complete our supplier intelligence application below to provide us with updated information about your company so that we may ensure that we are working with those suppliers that are in alignment with our core values, growth plans and total commitment to intelligence in all facets of our business.

Please:

1. Save this fillable application and name it to your company.
2. Complete as much of the application as possible
3. Email your application to [supplierpartners@brandalliance.com](mailto:supplierpartners@brandalliance.com)

## The objectives of the Supplier Intelligence Program:

- Educate ourselves about your products, services and capabilities, so that we can effectively evaluate your company.
- Determine if core values of our organizations match.
- Determine synergies that may exist by ordering more products from fewer suppliers.
- Reduce the number of suppliers providing comparable products to ease the time and cost of administration and management, etc.
- Increase the volume done with suppliers to secure better pricing and reduce costs.
- Streamline business processes to eliminate inefficiencies.
- Continuously improve quality and service levels.
- Implement industry best practices and technology enhancements.
- Develop an appropriate mechanism to evaluate, reward and recognize suppliers who deliver outstanding products and service.

## We believe implementation of this program will help us to achieve our long term objectives which include:

- Developing a national presence with sales reps or offices in major centers across Canada.
- Continuing to offer a broad range of value added services to our customers.
- Increasing our sales on a disciplined, profitable basis to reinvest in our future – people, systems, facilities.
- Being recognized as a leader in our industry as measured by our reputation and the strength of our people, our customer relationships, our supplier relationships, innovation and our professionalism.

## Based on the information you provide us, our commitment is to work with those suppliers who are:

- “Best in Class” for their product and service niche.
- Willing to establish and earn a proven history with Brand△lliance™.
- Willing to view Brand△lliance™ companies as one collective group.
- “Best” available pricing, rebates, marketing funds, self promotion dollars, credits, etc.
- Strong marketing tools, designed for use with end user customers.
- Commitment to continuing education.
- A long term relationship with Brand△lliance™.
- Appropriate credit limits and payment terms.

# INFORMATION ABOUT YOUR COMPANY (PLEASE COMPLETE BELOW)

**COMPANY NAME** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_ **CITY** \_\_\_\_\_

**STATE/PROVINCE** \_\_\_\_\_ **POSTAL CODE** \_\_\_\_\_ **COUNTRY** \_\_\_\_\_

**PHONE** \_\_\_\_\_

OTHER LOCATIONS	ADDRESS	SIZE
Manufacturing		
Distribution		
Other		

**GEOGRAPHICAL LOCATION(S)**

Does your company have a physical presence in Asia? YES  NO

Do you have experience procuring from Asia? YES  NO  How many years? \_\_\_\_\_

Are you able to deliver in locations where your company does not have distribution centers? YES  NO

Do you have a social compliance policy? YES  NO  If YES, please attach.

Describe how you ensure U.S. and Canadian safety requirements are met from items outsourced abroad.

CONTACTS	NAME	PHONE	FAX	E-MAIL
President/Owner				
CEO				
CFO				
Sales				
Customer Service				
Order Processing				
Credit				
Accounts Receivable				

**TYPE OF COMPANY (check all that apply)**

Corporation  Unincorporated  Private  Partnership  Public  Sole Proprietorship  Division of Public Company

Other (specify) \_\_\_\_\_

Number of Employees \_\_\_\_\_ Website \_\_\_\_\_

Are you a member of the PPAC? YES  NO

## YOUR VIEWS ON THE PROMOTIONAL PRODUCTS INDUSTRY

Please briefly explain how you feel the promotional products industry has changed over the past 3-5 years?

How will it change over the next 3-5 years?

How would you like it to change?

## YOUR VIEWS ON PREFERRED DISTRIBUTOR / SUPPLIER RELATIONSHIP

If you received the same opportunity from three different distributors (2 larger preferred distributors and 1 smaller non-preferred). How would you respond to each of the 3 distributors?

EQP pricing in our industry seems too often to be the norm. How do you determine whom you offer EQP (or better) pricing to? What % of your sales volumes are at EQP? If you are offering EQP to a distributor, then the results are under performing, how do you convert the distributor back to column pricing?

If you received a call from a valued distributor client and they explain that the quality on a job is not acceptable for a \$2000 net cost order. How would handle this situation?

## YOUR RELATIONSHIP WITH Brand△lliance™ COMPANIES

Historical volume of business with Brand△lliance™ 2007: \_\_\_\_\_

2008: \_\_\_\_\_

Last face-to-face meeting with a Brand△lliance™ representative (Date): \_\_\_\_\_

If your company has worked with Brand△lliance™ in the last 2 years, please provide names of contacts:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Do you have any issues or concerns with Brand△lliance™ as a customer?

What could Brand△lliance™ do to create a stronger relationship?

Please describe the rebates or incentives available to Brand△lliance™ as your customer.

	REBATES	SELF-PROMOTION	CO-OP MARKETING
Account			
Percentage			
At what volume			
What products are included			
How is it paid			
When is it payable			

## INFORMATION ABOUT YOUR PRODUCTS

What are your key brand and product lines?

	DESCRIPTION
1	
2	
3	

Do you publish catalogues? YES  NO

If YES, how often? \_\_\_\_\_

How do you distribute your catalogues? \_\_\_\_\_

Do you have an electronic version? YES  NO

Most recent catalogue available (date) \_\_\_\_\_

How do you sell your products? (Check all that apply)

In house sales reps  Outside sales reps (dedicated)  Multi Line sales reps  Other

Do you have insurance for inventory in transit? YES  NO

Do you have product liability insurance? YES  NO

PRODUCT CATEGORIES

Describe the category of product your Company sell (Check all that apply)

		% OF BUSINESS
<b>Casual Wearables</b>		
Golf Shirts	<input type="radio"/>	
Denim Wear	<input type="radio"/>	
Casual and Leisure wear	<input type="radio"/>	
T-Shirts/Sweatshirts	<input type="radio"/>	
<b>Outerwear</b>		
Jackets	<input type="radio"/>	
Headwear	<input type="radio"/>	
Licensed Products	<input type="radio"/>	
<b>Outdoor Leisure Items and Accessories</b>		
Golf Balls	<input type="radio"/>	
Sports Bags, etc.	<input type="radio"/>	
Professional Golf Apparel	<input type="radio"/>	
Towels	<input type="radio"/>	
Umbrellas	<input type="radio"/>	
Large Imported Items	<input type="radio"/>	
<b>Writing Instruments</b>		
Low/Mid Range	<input type="radio"/>	
High End	<input type="radio"/>	
Markers/Hi-Liters	<input type="radio"/>	
<b>Stationery Items</b>		
Desk/Office/Business Accessories	<input type="radio"/>	
Leather and Dated Products (Canadian)	<input type="radio"/>	
Leather Imports	<input type="radio"/>	
Mouse Pads	<input type="radio"/>	
Vinyl Items	<input type="radio"/>	
<b>Drinkware</b>		
Glassware/Ceramics	<input type="radio"/>	
Stainless Steel	<input type="radio"/>	
Acrylic	<input type="radio"/>	
<b>Recognition Awards, Trophies etc.</b>		
Recognition Awards	<input type="radio"/>	
Imported Watches	<input type="radio"/>	
Name Brand Watches	<input type="radio"/>	
<b>Games, Toys etc.</b>		
Balloons	<input type="radio"/>	
Playing Cards	<input type="radio"/>	
Housewares/Tools	<input type="radio"/>	
Hard Plastics	<input type="radio"/>	
Bags: Plastic and Paper	<input type="radio"/>	
<b>Other</b>		
Automotive Accessories	<input type="radio"/>	
Food Gifts	<input type="radio"/>	
Buttons/Badges/Ribbons	<input type="radio"/>	
Misc.	<input type="radio"/>	
<b>Incentive Merchandise</b>		
Electronics	<input type="radio"/>	
Sporting Good and Leisure	<input type="radio"/>	
Home and Office	<input type="radio"/>	
Executive	<input type="radio"/>	
Personal	<input type="radio"/>	
Other	<input type="radio"/>	

## INVENTORY

	BASIC/CORE ITEMS	FULL CATALOGUE
Do you carry inventory or make to order?		
What are your stated turnaround times?		

Do you measure on-time delivery performance to your customers? YES  NO

If YES, how do you measure it? \_\_\_\_\_

What are your stated targets for on-time delivery? \_\_\_\_\_

What are your actual results? \_\_\_\_\_

## MARKET POSITION AND COMPETITION

What is your Company's role in the market place (Check all that apply)

Producer  Distributor  Agent  Other (specify) \_\_\_\_\_

What are the major drivers of your competitiveness? (Check top 3)

Price  Quality  Brand Loyalty  Years in Business  Service

Alliances  Geography  Uniqueness of Products

Other (specify) \_\_\_\_\_

Who do you believe to be your principal competitors?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

List your top 5 industries served and percentage of total sales

RANK	MARKET SEGMENT	% OF TOTAL SALES
1		
2		
3		
4		
5		

What are your stated strategic objectives over the next 3 years?

## SALES AND CUSTOMER SERVICE

Do you have a dedicated customer service Call Center? YES  NO

Is it in-sourced or out-sourced (Check) In-sourced  Out-sourced

What are the hours of operation? \_\_\_\_\_ To \_\_\_\_\_, From \_\_\_\_\_ To \_\_\_\_\_

What are the metrics you use for evaluating the performance of your customer service center and what are your stated targets?

	ACTUAL	TARGET
Call abandon rate		
Average call pick up		
CSR utilization		
Average call length		
Call busy		
Response time for voicemail		
Response time for e-mails		
Other		

## TECHNOLOGY

### Current Capabilities

What is your Company's policy on sending and receiving date files? List all data, electronic, and encryption communication capabilities.

Do you have capability to provide email order confirmation to your customers? YES  NO

If YES, are these emails automated or individually generated?

Automated  Individually

Does your Company have the ability to send data in flat file/text file (.txt) format with header and trailer records? YES  NO

Do you provide real time inventory? YES  NO

If YES, can this be accessed online? YES  NO

If YES, are out of stock items identified? YES  NO

Does your organization support EDI? What EDI standard? \_\_\_\_\_

BrandAlliance has some clients whom require every item to be identifiable by means of a bar-code. Can your company ensure that every individual item is uniquely identifiable? YES  NO

## TECHNOLOGY OUTLOOK

What are your future technology upgrade plans and advantages you hope to gain from those upgrades?

Completed by: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

THANK YOU FOR YOUR ASSISTANCE