



# Supplier Performance Rating 2009

## Categories & Criteria

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|-----------------------|---|
| Category<br><b>1</b>  | <b>Marketing Philosophy</b><br><i>Manufacturer's success in marketing products to the W/D in relation to the competitive pressures of the market.</i> |
| Category<br><b>2</b>  | <b>Delivery</b><br><i>Product availability on a timely basis.</i>   |
| Category<br><b>3</b>  | <b>Marketing Program</b><br><i>All factors in how the manufacturer markets products to W/D's. Competitive Programs and pricing.</i>                   |
| Category<br><b>4</b>  | <b>Product Warranty</b><br><i>Manufacturer's product quality and handling of product warranty.</i>  |
| Category<br><b>5</b>  | <b>Customer Service</b><br><i>Evaluate how quickly a manufacturer responds when something unusual occurs or there is a breakdown in the system.</i>   |
| Category<br><b>6</b>  | <b>Artwork Supplied Digital</b><br><i>Supplied digital on agreed medium. Critical that a manufacturer's products are represented clearly.</i>         |
| Category<br><b>7</b>  | <b>Returns</b><br><i>Evaluate the manufacturer's return policy.</i>   |
| Category<br><b>8</b>  | <b>Sales Representation</b><br><i>Is the sales rep providing the vital service you require?</i>   |
| Category<br><b>9</b>  | <b>Invoicing</b><br><i>Correct pricing reflected on PO's. Evaluate the efficiency and cost effectiveness of invoice transactions.</i>                 |
| Category<br><b>10</b> | <b>Packaging POP</b><br><i>Evaluate the presentation of the merchandise in retail stores.</i>   |
| Category<br><b>11</b> | <b>Packaging/Shipping</b><br><i>Quality of packaging used by manufacturer's to ensure the product arrives in perfect condition.</i>                   |
| Category<br><b>12</b> | <b>UPC Compliance</b><br><i>Is the manf. fully UPC compliant? Are the numbers easy to work with? Are UPC codes on indiv. pkgs and case packs?</i>     |
| Category<br><b>13</b> | <b>Product Channel Pull Through</b><br><i>Product demand and how easily the product sells without W/D assistance.</i>                                 |
| Category<br><b>14</b> | <b>GMROI</b><br><i>Target GMROI is 125</i>  |