

CHRISTOPHER DANIEL

PRODUCT PURCHASING GUIDE



WWW.CHRISTOPHERDANIEL.CO.UK

TEL: +44 (0)151 641 9155

EMAIL: PURCHASING.DPT@CHRISTOPHERDANIEL.CO.UK

PM: PURCHASING DEPARTMENT



OUTLINE

This document contains an overview of our purchasing guide with details on what is expected by our retail buyers. We try follow the following overall format:

- PITCH
- PRODUCTS
- INDUSTRY
- COMPANY
- PEOPLE
- Any other issues.

Whilst this format is adapted depending on the type of product, it will be looking at these areas. Generally we avoid purchasing on the day, to give us time to set up a plan and make sure the products are right for the company and we can order the correct ones, although there are some exceptions to the policy. If we have invited you to a meeting it is likely that we are interested in placing your products in our store as we have seen potential in the product. For our company, we try to find out more details to ensure that we are able to realise this potential. We try to be as transparent as possible as we like to make purchasing a transparent and smooth process whilst being interesting and informative to us.

GREETING

Introduce yourself to us so we know your name, what company you are from and your role in the organisation.

PITCH

If required we allow time for a pitch. It allows you to present your ideas and creativity from you and your company whilst demonstrating and showing the features of the product. Start your pitch off with a snappy opening that will get you remembered and easily noticed. Props can be used although they should be suitable for a professional environment. PowerPoint presentations, KeyNote Presentations, Videos and other presentation tools can be used, but we generally advise against extensive use of videos to show your product as we like to hear from the people in front of us as well.

Example:

“Hello. My name is John from Johns Manufacturing ltd. Today I have brought along our brand new products that we are aiming to launch this summer in retailers and online store in England. We also to aim to sell via your website to the rest of the world as we seek to expand our business into new markets. Our main product which we are excited about is”

PRODUCTS

Firstly we will inspect the product ourselves. It is important to have a finished product with you. If your product is not yet complete and is still undergoing development, please bring the most recent prototype along. If your product has copyright, patents or any other important documentation then bring these along. Generally we take the following into consider when looking at the products:

- Price
- Quality and Features (Shapes, colours, designs, styles, patterns, new products)
- Target Market
- Expected sales, costs and profit for our company.
- Life expectancy of the product,
- Is it a Perishable good? (We would require additional details if it is a perishable product)
- Legal Requirements for Products, Copy of Certificates, Best practices, Copyrights, Patents, etc.
- Customised Products,
- Branding,
- Delivery & Drop Shipping
- Minimum order values,
- Overseas sourcing
- Packaging,
- Descriptions,
- Images,
- Testers,
- Mark-up/ Margin (or any other indicators of profit per product)
- Best sellers,
- End of life, eg, recycled,
- Green Credentials.
- Seasonality
- Any other factors that may be linked to your products.

If you have several products, try to take us through the above and include averages, highest and lowest and perhaps highlighting particular products.

INDUSTRY

We expect you to have a good knowledge of your industry and therefore we shall ask a variety of questions that can assist us in taking on new products. It is understandable that new businesses may have less knowledge on the industry however we would still expect answers to the following questions.

- What are the ins and outs of your industry & target market?
- What are your typical customers? (Trade clients)
- What are the typical end customers? (Final consumer)
- What makes your products better than others in the industry?
- Are there any other companies you supply locally?

These are the main questions we look at. We may ask other questions but these are the core questions we ask which help us understand the industry. Try to relate the industry to the final consumer as it demonstrates a further understanding of the industry.

COMPANY

It is important to let us know how your company operates as we have to know as we like to form a good strong relationship with suppliers. We may look at the following information:

- What is special about your company compared to others in the industry (Unique Company Quality)?
- The people in your company
- Refunds policy, Faulty/ Damaged goods,
- Payment terms
- Company Finances (position, performance and cash flow)
- Age of the company.
- History of the company
- Current Focus of the company
- Future of the company

If there are certain problems that are in your company, we would prefer to hear these difficulties as we may be able to assist. If your company is having difficulties financial, with its strategy or any other difficulties on a business level, please contact our Financial Distress and Assistance team who will try to assist. [Email: FDA@christopherdaniel.co.uk]

PEOPLE

We always see the people in front of us as the drivers of growth for businesses. Therefore we like to take time understanding you and your colleagues to ensure that we can form a reliable and strong relationship from the outset.

- How did you get into the company? Previous roles.
- How has it been so far? (if new)
- Are you enjoying it?
- Make conversation.
- Business experience.
- Creativity Experience.

We look at both the people of the supplying company and the people who supply you. If there are any special company policy with staff we would be interested to hear. Companies who source products from overseas must ensure that the conditions of the workforce are of an adequate standard of living as well as safety in the workplace.

BUSINESS

We have a form to complete, so we can keep your records on our system to allow us to be able to easily contact you in future. Please note that we do not purchase on the day of the pitch. We may start some negotiation on pricing, features, and other aspects if need be as well as any other matter we may wish to discuss to help towards an order

CONCLUDE

We would then briefly discuss the next steps that need to be taken and conclude a meeting. It is a good idea to let us know your planned next steps as it gives us some idea as to where you are working. There are a few outcomes that are likely.