

New Brand Research Sheet

Vendor Name: _____ **Vendor Rep / Main Contact:** _____

Vendor Contact Info: _____

Y N Does vendor have website? _____

Y N Does vendor website have wholesale accounts?

Y N Can we put up the entire line? **Exclusions:** _____

Required for Product Uploads: Does the product list include the following...

Y N MPN / Item #s / SKUs

Y N Product Names

Y N Our Cost

Y N Price List (MRSP) / Pricing formula **Formula:** _____

Y N Product Details (eg. materials, dimensions, etc.)

Y N Product Descriptions

Y N UPCs

Images:

Y N Product images available? (preferably with white backgrounds)

Y N Lifestyle images available?

Y N Are lifestyle images updated regularly? **How often?** _____

Y N Can they send us their logo?

Inventory:

Y N Inventory feed available? **How often?** _____

Availability / How long does it take to get here?

How will we know about new items / discontinued items / sales items?

Selling + Shipping:

Y N Can these items be dropshipped?

Who is the vendor's preferred carrier? _____

Y N Do they require our FedEx account information?

Y N Can these items be sold on Amazon?

How do we place orders? _____

What is the return/exchange policy? _____

Who are our competitors? _____

Promotion:

Y N Has this vendor been featured anywhere?

Y N Can we (as a retailer) be featured by the vendor anywhere?

