

**APPENDIX A**

Questions	
1. Company Name:	
2. Key Contact (Name, Title, Phone, Fax, and E-Mail):	
3. If a Corporation, answer the following: <ul style="list-style-type: none"> <li>• If a Partnership, provide the names of the principals.</li> <li>• If your organization has a parent company, please specify the ownership structure.</li> </ul>	
4. Provide the location(s)/addresses of your corporate facilities.	
5. Please provide your Tax I.D. Number.	
6. How many employees do you employ nationwide and worldwide?	

7. How many corporate programs do you have currently active that are supported by online e-stores and/or printed catalogs?	
8. Has your firm filed for bankruptcy within the past five years? If yes, provide details.	
9. Provide your company's mission statement.	
10. List all facilities you propose will inventory or produce branded products and explain holding / distributing.	
11. Please provide copies of your financial reports for the past three years.	

### Supplier Profile

### Proposal Detail

1. Please list all products and/or services that your company provides.	
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2. Do you have in-house experience and capabilities to design and manage in-stock branded merchandise catalog programs? Please describe.	
3. Do you offer any proprietary lines? If so, please describe.	
4. State the number of years your company has been performing services/furnishing goods relevant to this RFP.	
5. What other unique features do you have that give your company a competitive edge in the promotional items industry?	
6. What experience does your company have serving companies in our industry? Discuss your market share and the type of companies that comprise your client base.	
7. Please list existing Higher Education Clientele?	
8. Please confirm that if an item should be discontinued or rendered otherwise unavailable, that a product of equal or greater quality, subject to NKU's	

final approval, shall be made available at the same discount level.	
9. Please confirm that NKU will not be charged for any PMS color matching.	
<p>10. NKU requests that pricing be held firm for the duration of the contract. Please state the level of price protection you are willing to offer. If increases are proposed, be specific with regard to caps which may apply, and the indices upon which proposed increases shall be based.</p> <p>How will your firm alert NKU of price decreases or sales in available products?</p>	
<p>11. NKU requires that the awarded vendor maintain the following fill rate thresholds:</p> <p>Drop Ship Orders: 100% Inventory (if fulfillment services are utilized): 98%</p> <p>NKU expects that if a fill rate is not met for any order that a penalty of 10% off invoice would be incurred. Please confirm.</p>	

<p>12. For purposes of ensuring consistency and quality, please confirm that bulk orders of items being offered will be sourced from one manufacturer. Describe any limitations which may apply.</p>	
<p>13. Describe how issues / errors with orders are dealt with, and what steps are in place to ensure order accuracy.</p>	
<p>14. Please describe your relationship with your suppliers (generally), and your overall ability to keep prices for NKU reasonable.</p> <p>Indicate how NKU may be informed of sales or other promotional events.</p>	
<p>15. How do you track your own performance in servicing the contract(s) overall? What are the key areas focused on in your internal reviews, and how do you work to continually improve service?</p>	

**Inventory**

1. Who would maintain the ownership of merchandise during the life of the program?	
2. Describe your commitment regarding line fill rate on in-stock inventory programs?	
3. Would we have real time access to inventory information?	
4. Describe your order fulfillment process from order receipt to delivery.	
5. Describe your company's purchasing practices. Include a brief description of leveraging efforts, top suppliers, what services or products they provide you with, etc.	
6. How do you liquidate discontinued or slow moving inventory?	

7. If we decide to make a vendor change, you may be required to buy out the existing suppliers' inventory of branded products. Please describe how your company will be able to assist us in this transition with minimal, if any, expense.	
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### **Merchandise and Supply Chain**

1. Describe how you will collaborate with us to select the right products for our program.	
2. Please describe in detail your special order or custom order capabilities as well as the typical availability on custom orders?	
3. What process do you go through to ensure the merchandise offered on our eStore will be an effective product mix?	
4. How does your company guarantee fresh and creative product ideas?	

5. Describe your special order process from order receipt to delivery.	
6. Do you have employees who are devoted solely to importing and related logistics? If so, please describe your staff and the respective role of each employee. Where are they located?	
7. Describe your import quality assurance measures. Specifically, how do you ensure factories are compliant with legal and social standards? What testing protocols do you follow?	
8. Provide two recent case histories describing successful import projects you have conducted.	

### Order Processing and Fulfillment

1. Assuming the product is in-stock, what is your standard order processing time- from the time the order is placed until it is shipped?	
2. How do you handle “rush” orders? Do you offer next day delivery?	



3. Discuss your return policies and procedures.	
4. Describe your shipping process.	
5. Please list your methods of delivery.	
6. Describe your ability to track orders once shipped.	
7. Describe available ordering methods.	
8. What are your customer service hours? What happens to calls outside of those hours?	
9. How are orders traced from receipt of order to delivery to customer?	

10. Describe your method for capturing customer feedback.	
11. Do you provide confirmation of order shipment via e-mail, other?	
12. Please confirm that NKU will not be charged for any set up fees.	

### **Account Management**

1. Describe your account management structure. How will you support our program?	
2. Who will be the key members of the project team, including the Account Manager and Project Manager? Please provide brief resumes for each. Where will your representatives be located?	
3. What is the average tenure of your account management team?	

4. Please describe how you will ensure a smooth program transition and implementation.	
5. Describe your approach to, and philosophy of, customer service.	
6. Describe your experience managing licensed properties.	

### Catalog Development

1. Please describe in detail your creative services department capabilities. Is this team in-house?	
2. How do you charge for catalog development and program maintenance?	
3. What is your process for adhering to corporate brand identity standards?	
4. Do you provide pre-production samples for your clients to approve?	
5. How would you support the initial launch of our catalog program?	
6. What tactics do you employ to ensure the overall success of a catalog program?	
7. What challenges exist in ensuring the success of that program?	

**Electronic Commerce and Systems**

1. What e-commerce platforms do you propose for facilitating online ordering?	
2. Please describe how you would configure your e-commerce solution to handle the provision of a program for multiple logos.	
3. Can you blend in-stock with just-in-time SKUs? If so, how? What benefits does this approach offer?	
4. Please describe your approach to managing secure access for online ordering.	
5. Is your e-commerce solution hosted and managed in house or by a third party?	
6. Do you offer website storefront capabilities and templates for ordering NKU business cards, letterhead, envelopes, and other items?	
List cost or set up fees	

<p>7. Does your e-commerce solution offer online inventory status on each item? If so, how often are inventory levels updated?</p>	
<p>8. How does your e-commerce solution notify customers of their order status?</p>	
<p>9. Please provide a Test site URL where we can sample your Web stores.</p>	

### Reporting, Invoicing and Billing

1. Please describe the standard reports that will be available to us, how frequently they will be provided and how we will access them.	
2. How will these reports be delivered and in what timeframe?	
3. Are they available on-line in an on-demand environment?	
4. What additional, ad hoc report capabilities do you offer?	
5. Please discuss your ability to create custom reports.	
6. We will require the supplier to have the ability to process personal orders as well as company orders. Briefly describe your capabilities in this area and your ability to roll all activity into master reports.	

7. Does your organization support P-Cards? If yes, please outline your capabilities as it relates to Purchasing Cards	
8. Are you able to provide summary billing statements?	
9. What are your proposed payment terms?	



**Quality Assurance, Performance Measurement & Tracking**

1. Please briefly describe your quality assurance program below.	
2. Do you offer a data management system to help protect our brand identity? If so, please describe.	
3. Please describe how you propose to measure and report customer satisfaction.	
4. Please describe the proactive measures you will take in initiating corrective action when customers express dissatisfaction with your service.	
5. Please discuss your company's policies and practices in environmental sustainability.	
6. Describe your company's policies and practices in assuring vendors and suppliers adhere to fair labor practices.	

### Cost Savings

1. What operational efficiencies do you have in place that reduce resources necessary to process orders (thereby reducing the cost)?	
2. Do you pass those savings onto your customers?	
3. What unique ways can you help us achieve cost savings in our promotional products spend?	
4. Describe how you handle ancillary charges.	
5. How do you track cost savings?	
6. What can your company do to assist in reducing our overall costs associated with our promotional products spend?	