



New Item Proposal Qualification Questionnaire

Name *

First Name

Last Name

Date *

Month

Day

Year



Product *

Suggested Supplier *

New Item Proposal Qualification Questionnaire

1. **Strategic Fit** - Qualify to what degree product is aligned with business strategy

Is the product a fruit or a vegetable *

Yes

No

Don't know

Is the product value-added? *

Yes

No
Don't know

Is the product frozen? *

Yes
No
Don't know

Is the product 100% natural? *

Yes
No
Don't know

Is having this product strategically important to our company? *

Yes
No
Don't know

If yes, how so?

Does this product fit into the current and long term company objective? *

Yes
No
Don't know

If yes, how so?

Will it give us a competitive advantage? *

Yes
No
Don't know

If yes, how so?

Is this product requirement to reach a new customer, channel or market? *

- Yes
- No
- Don't know

If yes, which one?

Is this product important for us to remain competitive or keep our current customers? *

- Yes
- No
- Don't know

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2. Product & Competitive Advantages - Qualify to what degree product offer a great benefit to our customers & impact the company's competitive advantage.

Does the product complement a current product or product line? *

- Yes
- No
- Don't know

Can the existing distribution network sell the product? *

- Yes
- No
- Don't know

Are our customers likely to be interested in this product? Will it open a new set of customers for us? *

- Yes
- No
- Don't know

If yes, please detail:

Do our competitors carry the product or other products similar to it? *

Yes

No

Don't know

If YES, please describe the product

Is there a clear product advantage or differentiation? *

Yes

No

Don't know

If yes, please detail:

Is this a niche or specialty item or is there a wide range of customers that buy this product or products like it? *

Niche/Specialty

Wide Range Exists

Is the demand regular or seasonal? *

Regular

Seasonal

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3. Synergies & Core Competencies: - Qualify to what degree we will be able to leverage our core competencies in production/operations, distribution, sales and marketing for this product.

Would this product require a specialized sales force (i.e. with special product knowledge)? *

Yes

No

Don't know

Is this product likely to be sourced from our current suppliers or other supplier like them? *

Yes

No

Don't know

If yes, which supplier?

Could this product be shipped with other products currently in our line (i.e. frozen containers with a 10-15 day transit time)? *

Yes

No

Don't know

Would this product require any type of special handling, storage or other considerations? *

Yes

No

Don't know

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4. Sourcing Feasibility:

Will it require a high level of investment or technical knowledge to make? *

Yes

No

Don't know

If yes, please explain:

Can the existing plants and machinery produce the new product?

Yes

No

Don't know

What is the supplier minimum volume? *

What is the sourcing capacity? *

Long term availability of supply?

Yes

No

Don't know

What will be the cost of the new product? *

What is the cost of ocean freight to warehouse? *

What is the cost of storage? *

What is the cost of making / shipping / storing / selling the product? *

Does the supplier company have the ability to handle customer complaints? *

Yes

No

Don't know

Does the supplier meet our FS / QA Standards? *

Yes

No

Don't know

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5. Business Partner Feasibility:

Supplier Background Check: Can the supplier provide us with their legal name, state registered, FEI number, D&B number? *

Yes

No

Legal Name

State Registered

FEI Number

D&B Number

Does the supplier compete in any channels as MIC or sell to any customer of MIC? *

Yes

No

Don't know

If yes, explain:

***Supplier FS/QA Verification Completed**

At this point the *Supplier FS/QA Verification should be completed

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6. Financial Opportunity:

What is the expected market price? *

What is the expected margin? *

Does it meet the minimum margin of 20%? *

Yes

No

Don't know

Is the price competitive for our customers? *

Yes

No

Don't know

What are the potential sales / volume? *

Are there any capital investments required? *

Yes

No

Don't know

Are there any financial risks? *

Yes

No

Don't know

What is the length of the payback period? *

***End ~ Supplier Agreement Signed**

At this point, Supplier Agreement should be signed.