

Customer Business Model Gap Analysis Survey

RATING

1. Rate the strength of the supplier's company image from 1 to 5 with 1 being Low and 5 being Very Strong. How strong is....?

	<div> <div>Low</div> <div> </div> <div>Very Strong</div> </div>				
	1	2	3	4	5
The supplier's brand recognition in your market					
The supplier's reputation for quality					
The supplier's reputation for performance					
Perception of the supplier's product cost/benefit value					

2. How motivating are current supplier awards/incentives/programs in your decision to purchase and promote the supplier?

☐ Very Motivating
 ☐ Motivating
 ☐ Somewhat Motivating
 ☐ Little Motivation
 ☐ Not Motivating

PREFERENCE

3. What is your preference for type of incentive program rewards? Rank in order of your (and your family's) preference from 1 to 3 (1 being the most desirable)

_____ Points for personalized travel vacations to the destination of your choice.

_____ Points redeemable in a catalog for merchandise, apparel, electronics, jewelry, & family vacation packages (3 day 2 night or 4 day & 3 night drive-to vacations).

_____ Points redeemable for a gift card to use for purchasing all types of hunting & fishing gear, and trips.

RANKING

4. How important are the following items to your company when selecting a supplier? Please rank from 1 to 5 with 1 being Not Important and 5 being Very Important.

	<div> <div>Not important</div> <div> </div> <div>Very Important</div> </div>				
	1	2	3	4	5
Marketing programs designed to grow business					
Advertising program					
Point-of sale literature					
Supplier participation in events and product promotions					
Frequency of visits from the Account Manager					
Relationship with Account Manager					
Employee training					
Flexibility in delivering services					
Competitiveness of freight rates					
Competitiveness of product pricing					
Product quality					
Product performance					
Product appearance and identification					
Billing system					
Credit policies and terms					
Timeliness of deliveries					