

PenNY Fulfillment & Distribution, LLC
Questionnaire

Distribution/Fulfillment - Order Processing/Accounts Receivable

1. What type of services do you require?

... Complete order service: includes, order processing, customer service and accounts receivable

... Telemarketing services?

... Warehousing & distribution?

... Other, please specify below

2. Type of Industry?

3. What type of market you serve? Choose as many as apply

... Direct Sales ... Book Club ... Trade ... College ... Religious ... Juvenile

... Non Book Retail ... Other, please specify below

4. Source and quantity of percentage of orders

Mail _____

Phone _____

Electronic _____

Internet _____

Other _____

5. Annual Sales

What are your annual net sales? _____

Gross Sales? _____

Number of invoices (bill to's) per year? _____

Explain any unusual peaks and valleys:

6. Percent of Sales:

... Cash _____ ... Credit Card _____ ... Bill To _____

Number of credit memos per year? _____

Average number of SKUs per invoice? _____

Per credit memo? _____

Average number of units per invoice? _____

Per credit memo? _____

Typical monthly accounts receivable balance? _____

Average collection period ~ 30 days ~ 90 days ~ 120 days

7. Other:

Number of Accounts Receivable transactions last year _____

Checks received _____

Adjustments _____

Do you send statements? ~ Yes ~ No

If yes, number sent out last year? _____

8. Inventory size

Number of SKUs _____ Number of units _____

Number of pallets _____

Number of units received per year? _____

Number of units shipped per year? _____

Number of units returned per year? _____

Typical dimensions (size) of units? _____

For re-stocking inventory, typical quantities of new product?

9. Shipping:

Methods of shipment used:

~ USPS ~ UPS ~ RPS ~ Fed Ex ~ LTL Truck

a. Other

Do you have Canadian Shipments? ~ Yes ~ No

If yes, number of shipments per year? _____

Are they shipped? ~ Direct ~ Wholesalers ~ Other

b. Do you have Foreign Shipments? ~ Yes ~ No
If yes, Number of shipments per year? _____
~ Direct ~ Wholesalers ~ Other
Foreign countries you ship to

Foreign countries you ship from

10. Additional Information

What size pallets would be used to ship inventory to us? _____

Do you use floor or counter displays?

~ Yes ~ No

Do you have kitting requirements?

~ Yes ~ No

If yes, Explain

Do you have shrink-wrapping requirements?

~ Yes ~ No

If yes, Explain

Do you have multiple type of merchandise?

~ Yes ~ No

If yes, Explain

Do you have high dollar value items?

~ Yes ~ No

If yes, Explain

What are the 3 most important problems with your current vendor?

1. _____

2. _____

3. _____

Is a copy of your catalog available?

~ Yes ~ No

11. Additional Remarks:

12. Personal Information

Company Name

Contact Name

Address1

Address2

City

State

Postal Code

Country

Telephone

Fax

Email

Please return filled questionnaire by mail or fax to our information below or call us with any additional questions:

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