

phase 1A - BARRIERS TO ENTRY: criteria for selecting all other products (except an entire brand range)

BARRIER TO ENTRY	DIRECT DELIVERY	WAREHOUSED PRODUCT
	This assumes that the product is intended as a one-off, whether manufactured, traded or purchased.	All warehoused new products must have a contract, or be signed off by your General Manager.
Must meet minimum contribution level %	35%	35%
Must achieve minimum profits £x	£1,000 per product	£8,000
Must meet supplier MOQ	Yes	Yes
Contract required	Yes (or Master PO)	Yes (NB. 2yrs min)
Signed off by Sales Director / CEO	Yes	Yes
Freight is costed into the price quoted	As per contracted terms	Yes
Surcharge agreed if goods are warehoused	Yes	As per contracted terms
Diarise cost review for change in exchange rate	Yes	5% sway in contract

ALL EXCEPTIONS MUST BE SIGNED OFF BY CEO / GM / GLOBAL MANAGERS:

EXCEPTIONS - Customer:

- New customer - loss leader / prestige account
- Current customer - non-supply loses account
- Group client - overall deal satisfies criteria

EXCEPTIONS - Product:

- Essential for tender
- Essential for brand range completion / addition
- Essential for [Enter your company name] factory benefits

