

Supplier Survey 2014

Dear buyer,

Every year we call on buyers at the UK's leading grocery retailers and wholesalers to name their top suppliers across a range of branded and own-label categories. We need you to nominate your top two branded, own-label suppliers and SME suppliers.

We appreciate how busy you are, so to encourage you to participate we've created an online survey that can be completed in just a few minutes. Every buyer who participates will also be entered into a prize draw with five £100 gift vouchers and five copies of The Grocer Directory of Manufacturers & Suppliers 2014 (worth £275) up for grabs.

- PLEASE COMPLETE THE SURVEY BY THE 21ST MARCH DEADLINE.
- ALL RESPONSES WILL BE TREATED IN THE STRICTEST CONFIDENCE.

With many thanks and best wishes,

Adam Leyland
Editor, The Grocer

PLEASE SELECT THE CATEGORY IN WHICH YOU ARE A BUYER:

● SELECT ONE CATEGORY:

- | | | | |
|----------------------------------|-----------------------|---------------------------------|-----------------------|
| Alcohol | <input type="radio"/> | Frozen | <input type="radio"/> |
| Ambient | <input type="radio"/> | Fruit, veg & salad | <input type="radio"/> |
| Biscuits & cakes | <input type="radio"/> | Hot beverages | <input type="radio"/> |
| Bread & Bakery | <input type="radio"/> | Household | <input type="radio"/> |
| Cereal | <input type="radio"/> | Infant Care | <input type="radio"/> |
| Chilled | <input type="radio"/> | Meat, fish & poultry | <input type="radio"/> |
| Confectionery | <input type="radio"/> | Personal | <input type="radio"/> |
| Crisps, nuts & snacks | <input type="radio"/> | Pet Care | <input type="radio"/> |
| Dairy | <input type="radio"/> | Soft drinks | <input type="radio"/> |
| Desserts | <input type="radio"/> | Tobacco | <input type="radio"/> |

OWN LABEL SUPPLIER

Please nominate your No 1 ranked own label supplier here:

● IN ORDER TO HELP US UNDERSTAND HOW YOU REACHED THIS DECISION, PLEASE RATE THIS SUPPLIER FROM 'EXCELLENT' TO 'BELOW AVERAGE' IN THE FOLLOWING AREAS:

	EXCELLENT	VERY GOOD	GOOD	AVERAGE	BELOW AVERAGE
NPD/category management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing/promotional strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising/marketing support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-store execution/merchandising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery/supply chain logistics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide comments to help explain your scores here. For example, you might want to highlight a particular piece of NPD, or an outstanding initiative, or an individual who really stands out:

Please nominate your second placed own label supplier here:

● PLEASE RATE THIS SUPPLIER FROM 'EXCELLENT' TO 'BELOW AVERAGE' IN THE FOLLOWING AREAS:

	EXCELLENT	VERY GOOD	GOOD	AVERAGE	BELOW AVERAGE
NPD/category management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing/promotional strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising/marketing support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-store execution/merchandising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery/supply chain logistics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide comments to help explain your scores here:

BRANDED SUPPLIER OF THE YEAR

Please nominate your No 1 ranked branded supplier here:

● IN ORDER TO HELP US UNDERSTAND HOW YOU REACHED THIS DECISION, PLEASE RATE THIS SUPPLIER FROM 'EXCELLENT' TO 'BELOW AVERAGE' IN THE FOLLOWING AREAS:

	EXCELLENT	VERY GOOD	GOOD	AVERAGE	BELOW AVERAGE
NPD/category management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing/promotional strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising/marketing support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-store execution/merchandising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery/supply chain logistics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide comments to help explain your scores here. For example, you might want to highlight a particular piece of NPD, or an outstanding initiative, or an individual who really stands out:

Please nominate your second placed branded supplier here:

● PLEASE RATE THIS SUPPLIER FROM 'EXCELLENT' TO 'BELOW AVERAGE' IN THE FOLLOWING AREAS:

	EXCELLENT	VERY GOOD	GOOD	AVERAGE	BELOW AVERAGE
NPD/category management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing/promotional strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising/marketing support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-store execution/merchandising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery/supply chain logistics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide comments to help explain your scores here:

SME SUPPLIER OF THE YEAR

● WE CLASSIFY AN SME AS A BRANDED OR OWN-LABEL SUPPLIER WITH TOTAL UK SALES OF UNDER £50M, BUT IF YOU'RE NOT SURE, WE ARE HAPPY FOR COMMON SENSE TO PREVAIL.

Please nominate your No 1 ranked SME supplier here:

● IN ORDER TO HELP US UNDERSTAND HOW YOU REACHED THIS DECISION, PLEASE RATE THIS SUPPLIER FROM 'EXCELLENT' TO 'BELOW AVERAGE' IN THE FOLLOWING AREAS:

	EXCELLENT	VERY GOOD	GOOD	AVERAGE	BELOW AVERAGE
NPD/category management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing/promotional strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising/marketing support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-store execution/merchandising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery/supply chain logistics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide comments to help explain your scores here. For example, you might want to highlight a particular piece of NPD, or an outstanding initiative, or an individual who really stands out:

Please nominate your second placed SME supplier here:

● PLEASE RATE THIS SUPPLIER FROM 'EXCELLENT' TO 'BELOW AVERAGE' IN THE FOLLOWING AREAS:

	EXCELLENT	VERY GOOD	GOOD	AVERAGE	BELOW AVERAGE
NPD/category management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing/promotional strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising/marketing support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-store execution/merchandising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery/supply chain logistics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide comments to help explain your scores here:

**YOU'RE ONE STEP AWAY FROM COMPLETING
THE GROCER'S SUPPLIER SURVEY 2014 AND
BEING ENTERED INTO OUR PRIZE DRAW.**

Please provide your name and company details. All your details will remain confidential, but you are needed to provide verification, and to contact you in the event that you are successful in the prize draws.

ABOUT YOU:

Name:
Job title: Company:
Email: Tel no:

● PLEASE CHECK HERE IF YOU DO NOT WISH TO BE ENTERED IN THE PRIZE DRAWS

Please return your completed form to:

Email: emma.page@thegrocer.co.uk

If you have any queries please contact: Simon Creasey, Assoc. Editor (Features)

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