

State of Alaska

Department of Commerce, Community and Economic Development, Office of
Economic Development

Made In Alaska

&

Small Business Assistance Center

Presenting to Buyers

“Are you Ready”

By Michael Hanzuk
Development Specialist

Disclaimer

- Information provided is based solely on personal experience by the presenter, and does not reflect any legal or financial advice.
- Any information provided should be viewed as examples only, and may not reflect every buyer's view.
- Research by the "Presenter" should be done to assure they are providing adequate information to buyers.

Introduction

- In preparing for a presentation to a buyer, whether it is a price list, or a product presentation, be prepared for anything!
 - Do Your Research (Homework)!
- The information being presented is based on retail and food service pricing.

Are You Ready?

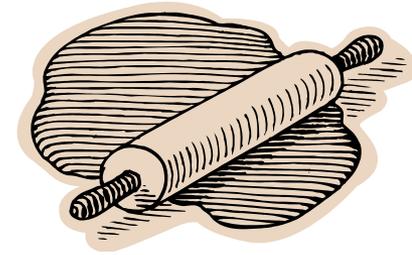
- Preparing your price sheet:

1. Items Codes
2. Description
3. Case Weight Gross/Net
4. Case Pack
5. Wholesale & Distributor Price Brackets
6. Manufacturer's Vendor #'s & UPC Codes
7. F.O.B. Anchorage/Fairbanks/Bethel/Juneau
8. Terms - Net 30 - 1% Net 20 - 2% Net 10
9. Promotional
10. Delivery



Billy Bob's Bakery

Price Sheet



Retail Bread Dough

Customer Name _____

Estimated: ¹Landed Cost is Figured at \$17.92 CWT
Freight Cost

²Customer Cost is figured at a 25% Margin

Suggested

Item No.	Description	Pack	Size	Product UPC Code	Case Dimensions	Ti x Hi	Cu.	Wt.	¹ Landed Cost	Price Per Unit	² Retail Price
6010	White Tray Pack	12	1.5oz	47500-00111	16 3/4x10x8 1/4	9x7	0.87	22	\$18.79	\$ 1.57	\$ 2.09
6120	White Tray Pack Bread Dough	12	1lb	47500-48101	19x12 1/2x8	7x7	1.15	38	\$25.26	\$ 2.10	\$ 2.81
6200	Cloverleaf Style Rolls	12	25oz	47500-00007	13 7/16x9 15/16x8 3/10	14x8	0.64	22	\$17.54	\$ 1.46	\$ 1.95
6202	Parkerhouse Style Rolls	12	25oz	47500-00006	13 7/16x 9 15/16x 8 3/10	14x8	0.64	22	\$17.54	\$ 1.46	\$ 1.95
6212	Honey Wheat Bread Dough	12	1lb	47500-32102	16 3/4x10x8 1/4	9x7	0.86	27	\$19.44	\$ 1.62	\$ 2.16
6225	White Tray Pack Bread Dough	8	1lb	47500-80109	19x12 1/2x8	7x7	1.27	42	\$25.98	\$ 3.25	\$ 4.33
6250	White Tray Pack Bread Dough	12	1lb	47500-32107	16 3/4x10x8 1/4	9x7	0.86	25.5	\$18.17	\$ 1.51	\$ 2.02
6257	Heat/Serve Buttermilk Biscuits	12	2.25oz	47500-00008	12 1/2x8 1/2x8	14x7	0.88	11.5	\$14.76	\$ 1.23	\$ 1.64

Minimum: 200/case

Terms: 2% 10 net 15, (ALASKA 1% 30 net31)

FOB: Seattle

Sample price sheet!

Billy Bob's Bakery Price Sheet



Retail Bread Dough

Customer
Name _____

Estimated: 1Landed Cost is Figured at \$17.92 CWT
Freight Cost



2Customer Cost is figured
at a 25% Margin

Item No.	Description	Pack	Size	Product UPC Code	Case Dimensions	Ti x Hi	Cu.	Wt.	1Landed Cost	Price Per Unit	2Suggested Retail Price
6010	White Tray Pack	12	1.5oz	47500-00111	16 3/4x10x8 1/4	9x7	0.87	22	\$18.79	\$ 1.57	\$ 2.09
6120	White Tray Pack Bread Dough	12	1lb	47500-48101	19x12 1/2x8	7x7	1.15	38	\$25.26	\$ 2.10	\$ 2.81
6200	Cloverleaf Style Rolls	12	25oz	47500-00007	13 7/16x9 15/16x8 3/10	14x8	0.64	22	\$17.54	\$ 1.46	\$ 1.95
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Minimum: 200/case

Terms: 2% 10 net 15, (ALASKA 1% 30 net31)

FOB: Seattle

Sample price sheet!

Logo

Sample Price Sheet

Jarred SOCKEY (Reds)

Description

Cs/Item #	Smoked Sockeye Teasers	Case Wt.	Net Wt.	Pack	50cs	10cs	5 to 9cs	1 to 4cs
01001	Smoked Hot	11.75#	4.88#	12/6.5oz	\$94.80	\$99.00	\$102.00	\$105.00
Unit Price					\$7.90	\$8.25	\$8.50	\$8.75
Cs/Item #	Smoked Sockeye Pleasers	Case Wt.	Net Wt.	Pack	50cs	10cs	5 to 9cs	1 to 4cs
00002	Smoked Hot	19#	10.125#	12/13.5oz	\$144.00	\$159.00	\$165.00	\$171.00
Unit Price					\$12.00	\$13.25	\$13.75	\$14.25
Cs/Item #	Smoked Sockeye Pouch	Case Wt.	Net Wt.	Pack	50cs	10cs	5 to 9cs	1 to 4cs
01011	F/S Pouch Smoked Hot		6.75#	4/27oz	\$75.40	\$76.84	\$80.00	\$88.00
Unit Price					\$18.85	\$19.21	\$20.00	\$22.00

Suggested Retail
12.99 to 13.99
19.99 to 20.99
28.99 to 30.00

Cs/Item #	Sockeye Teasers	Case Wt.	Net Wt.	Pack	50cs	10cs	5 to 9cs	1 to 4cs
01101	Hot	11.75#	4.88#	12/6.5oz	\$84.00	\$85.80	\$89.40	\$93.00
02201	Medium							
03301	Mild							
Unit Price					\$7.00	\$7.15	\$7.45	\$7.75
Cs/Item #	Sockeye Pleasers	Case Wt.	Net Wt.	Pack	50cs	10cs	5 to 9cs	1 to 4cs
00101	Hot	19#	10.125#	12/13.5oz	\$123.00	\$133.80	\$137.40	\$141.00
00201	Medium							
00301	Mild							
Unit Price					\$10.25	\$11.15	\$11.45	\$11.75

Suggested Retail
10.99 to 11.99
15.99 to 16.99

Vendor #881798

Shelf Stable Jars (3 Years) - Pouches (18 Months)

All pricing is FOB Anchorage

Net 14 Days upon Delivery

Can ship counter to counter / freight collect only / Alaskan Airlines

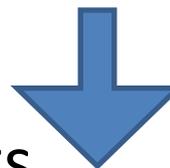
Prices are subject to change without notice.

2% Restocking Fee



Item Codes

- For easy recognition of your products, do you have item codes established on your price sheet?
- Item code will provide:
 - Easy identification of products
 - Reduces ordering mistakes
 - Helps when inventorying
 - Easy set up for store systems



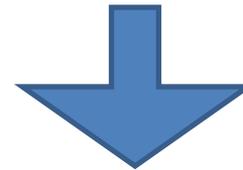
Cs/Item #	Smoked Sockeye Teasers	Case Wt.	Net Wt.
01001	Smoked Hot	11.75#	4.88#
	Smoked Sockeye Pleasers		
00002	Smoked Hot	19#	10.125#
	Smoked Sockeye Pouch		
01011	F/S Pouch Smoked Hot		6.75#



Description



- Product description works in collaboration with your item codes.
 - Tells the customer what it is; Helps to put your products in a category.



- Seafood
- Jewelry
- Paintings
- Carvings

Cs/Item #	Smoked Sockeye Teasers	Case Wt.	Net Wt.
01001	Smoked Hot	11.75#	4.88#
	Smoked Sockeye Pleasers		
00002	Smoked Hot	19#	10.125#
	Smoked Sockeye Pouch		
01011	F/S Pouch Smoked Hot		6.75#

Case Weight



- Case Wt. / Gross Wt.
 - Tells the customer what the total weight will be for shipping purposes.



Cs/Item #	Smoked Sockeye Teasers	Case Wt.	Net Wt.
01001	Smoked Hot	11.75#	4.88#
	Smoked Sockeye Pleasers		
00002	Smoked Hot	19#	10.125#
	Smoked Sockeye Pouch		
01011	F/S Pouch Smoked Hot		6.75#

- Net Wt.
 - Tells the customer how much the total weight is contained in the unit. (Mostly, used in the sale of food products.)
- 

Case Pack

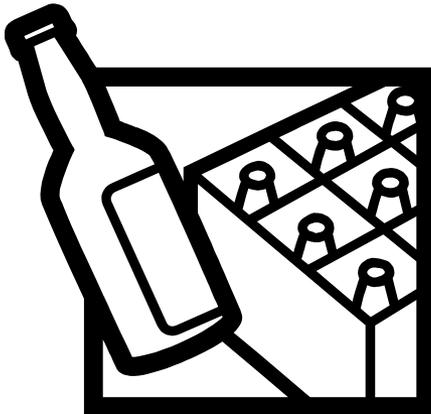
- Describe how many items are in the case you are selling to the customer.

- 12 Count
- 6 Count
- What?



Cs/Item #	Smoked Sockeye Teasers	Case Wt.	Net Wt.	Pack
01001	Smoked Hot	11.75#	4.88#	12/6.5oz
Unit Price				
Cs/Item #	Smoked Sockeye Pleasers	Case Wt.	Net Wt.	Pack
00002	Smoked Hot	19#	10.125#	12/13.5oz
Unit Price				
Cs/Item #	Smoked Sockeye Pouch	Case Wt.	Net Wt.	Pack
01011	F/S Pouch Smoked Hot		6.75#	4/27oz
Unit Price				

Cs/Item #	Sockeye Teasers	Case Wt.	Net Wt.	Pack
01101	Hot			
02201	Medium	11.75#	4.88#	12/6.5oz
03301	Mild			
Unit Price				
Cs/Item #	Sockeye Pleasers	Case Wt.	Net Wt.	Pack
00101	Hot			
00201	Medium	19#	10.125#	12/13.5oz
00301	Mild			
Unit Price				



Recap Areas we have covered

1. Items Codes
2. Description
3. Case Weight
Gross/Net
4. Case Pack



Cs/Item #	Smoked Sockeye Teasers	Case Wt.	Net Wt.	Pack
01001	Smoked Hot	11.75#	4.88#	12/6.5oz
Unit Price				
	Smoked Sockeye Pleasers			
00002	Smoked Hot	19#	10.125#	12/13.5oz
Unit Price				
	Smoked Sockeye Pouch			
01011	F/S Pouch Smoked Hot		6.75#	4/27oz
Unit Price				

Now lets add
your price
brackets.

Cs/Item #	Sockeye Teasers	Case Wt.	Net Wt.	Pack
01101	Hot			
02201	Medium	11.75#	4.88#	12/6.5oz
03301	Mild			
Unit Price				
Cs/Item #	Sockeye Pleasers	Case Wt.	Net Wt.	Pack
00101	Hot			
00201	Medium	19#	10.125#	12/13.5oz
00301	Mild			
Unit Price				



Wholesale Pricing

You sell Direct

- Bracket Pricing
 - 5 to 9cs
 - 1 to 4cs

Cs/Item #	Smoked Sockeye Teasers	Case Wt.	Net Wt.	Pack	50cs	10cs	5 to 9cs	1 to 4cs	Suggested Retail
01001	Smoked Hot	11.75#	4.88#	12/6.5oz	\$70.80	\$70.80	\$78.00	\$81.00	40%
					Unit Price	\$5.90	\$6.25	\$6.50	\$6.75
Smoked Sockeye Pleasers									
00002	Smoked Hot	19#	10.125#	12/13.5oz	\$120.00	\$135.00	\$141.00	\$147.00	38%
					Unit Price	\$10.00	\$11.25	\$11.75	\$12.25
Smoked Sockeye Pouch									
01011	F/S Pouch Smoked Hot		6.75#	4/27oz	\$60.00	\$70.00	\$72.00	\$80.00	31%
					Unit Price	\$14.50	\$17.50	\$18.00	\$20.00

Cs/Item #	Sockeye Teasers	Case Wt.	Net Wt.	Pack	50cs	10cs	5 to 9cs	1 to 4cs	Suggested Retail	
01101	Hot	11.75#	4.88#	12/6.5oz	\$60.00	\$61.80	\$65.40	\$69.00	47%	
02201	Medium									
03301	Mild									
					Unit Price	\$5.00	\$5.15	\$5.45	\$5.75	10.99 to 11.99
Sockeye Pleasers										
00101	Hot	19#	10.125#	12/13.5oz	\$99.00	\$109.80	\$113.40	\$117.00	39%	
00201	Medium									
00301	Mild									
					Unit Price	\$8.25	\$9.45	\$9.75	\$10.99 to 16.99	

Vendor #881798

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Distributor Pricing

Someone else sells Direct

- Bracket Pricing
 - 50cs
 - 25cs

Cs/Item #	Smoked Sockeye Teasers	Case Wt.	Net Wt.	Pack	50cs	10cs	5 to 9cs	1 to 4cs	Suggested Retail
01001	Smoked Hot	11.75#	4.88#	12/6.5oz	\$70.80	\$75.00	\$79.00	\$81.00	48%
				Unit Price	\$5.90	\$6.25	\$6.55	\$6.75	12.99 to 13.99
00002	Smoked Sockeye Pleasers								
	Smoked Hot	19#	10.125#	12/6.5oz	\$120.00	\$135.00	\$141.00	\$147.00	38%
				Unit Price	\$10.00	\$11.25	\$11.75	\$12.25	19.99 to 20.99
01011	Smoked Sockeye Pouch								
	F/S Pouch Smoked Hot		6.75#	4/27oz	\$66.00	\$70.00	\$72.00	\$74.00	31%
				Unit Price	\$16.50	\$17.50	\$18.00	\$20.00	28.99 to 30.00

Cs/Item #	Sockeye Teasers	Case Wt.	Net Wt.	Pack	50cs	10cs	5 to 9cs	1 to 4cs	Suggested Retail
01101	Hot								
02201	Medium	11.75#	4.88#	12/6.5oz	\$60.00	\$61.80	\$65.40	\$69.00	47%
03301	Mild								
				Unit Price	\$5.00	\$5.15	\$5.45	\$5.75	10.99 to 11.99
Cs/Item #	Sockeye Pleasers	Case Wt.	Net Wt.	Pack	50cs	10cs	5 to 9cs	1 to 4cs	Suggested Retail
00101	Hot								
00201	Medium	19#	10.125#	12/6.5oz	\$99.00	\$109.80	\$113.40	\$117.00	39%
00301	Mild								
				Unit Price	\$8.25	\$9.15	\$9.45	\$9.75	15.99 to 16.99

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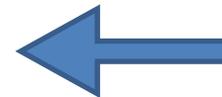
Manufacturer's Vendor

- What does this number mean and why do I need one?
 - Says who you are
 - Helps to track sales
- Overall
 - It is part of your UPC

		Unit Price			
Cs/Item #	Sockeye Pleasers				
00101	Hot				
00201	Medium				
00301	Mild				
		Unit Price			



Vendor #881798



Shelf Stable Jars (3 Years) - Pouches (18 Months)

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2% Restocking Fee



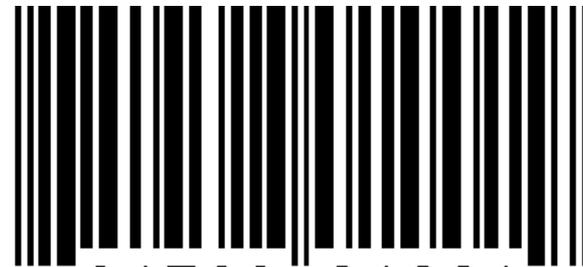
Manufacturer's Vendor # & Bar Code

- Unified Product Code

- UPC

- Manufacturer's #

- (881798)



8 81798 01001 9

- Item # (01001)



- Check Digit # (9)





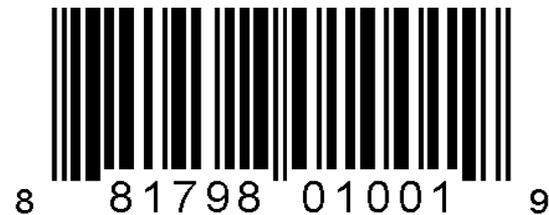
Bar Coding Website

- Do I need a bar code for my products now? Only you can answer this question.
 - In today's world, most retailers do prefer scanning products.
 - Bar codes allow for easier tracking and identification.
- How much will this cost my company?
 - Once application is submitted, a bar code starts at about \$760. Annual renewal fee thereafter \$158 minimum .



Bar Coding Website

- Selling locally, nationally, or overseas, most businesses prefer that you have a bar code.
 - My company needs to bar code our products. What do I need to do? [Click here](#)
 - This process may take up to 1 to 2 business days once payment is received.
- For further information regarding bar codes:
 - GS1 <http://www.gs1.com>



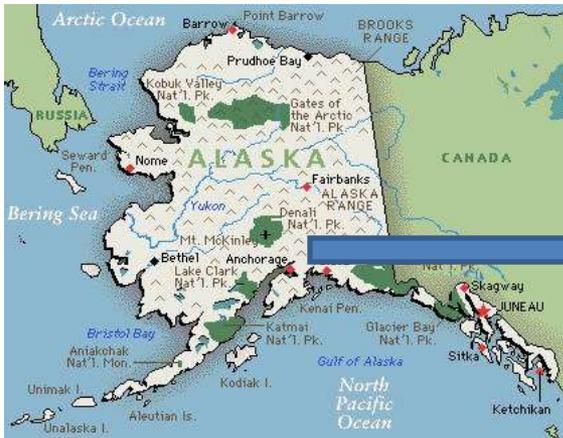
F.O.B. Point

- Freight on Board
 - Where your price point begin?
 - How far will you go

"FOB shipping point" or "FOB origin" indicates the buyer pays shipping cost, and takes responsibility for the goods when the goods leave the seller's premises. "FOB destination" designates the seller will pay shipping costs, and remain responsible for the goods until the buyer takes possession.

http://en.wikipedia.org/wiki/Free_On_Board

				Unit Price
Cs/Item #	Sockeye Pleasers			
00101	Hot			
00201	Medium			
00301	Mild			
				Unit Price



Vendor #881798

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2% Restocking Fee

Terms

- What are your Terms?
 - Net 30
 - Net 14
- Do I get a discount if I pay early? 
 - 1% Net 20
 - 2% Net 10

				Unit Price	
Cs/Item #	Sockeye Pleasers				
00101	Hot				
00201	Medium				
00301	Mild				
				Unit Price	

Vendor #881798

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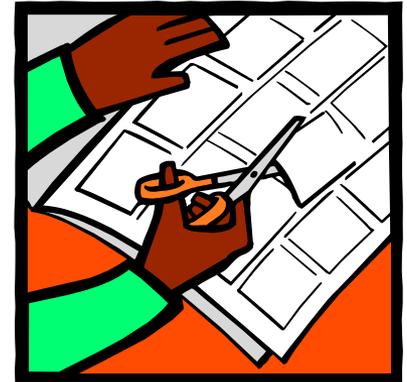
2% Restocking Fee



Promo's



- Do you have any promotional specials?
 - Holiday promos
 - (4th of July)
 - Demos
 - Coupons
 - (AC has a Coupon Book)
 - News Paper Ads

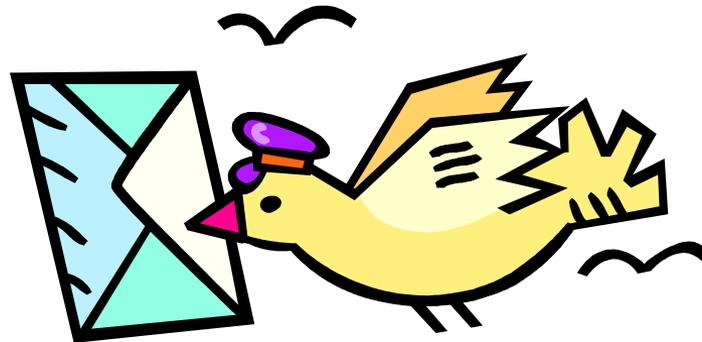




Delivery



- How do you plan on getting your product from point A (YOU) to B (CUSTOMER)?
 - Company Delivery
 - Distributor
 - Air
 - Postal Service
 - UPS
 - FED X





Supply & Demand or Demand & Supply?

- Can you meet the demand to supply the CUSTOMER(s)?
 - Can you produce enough for your customers?
 - What if the product sells out in the first week?
 - Don't leave them with an empty cart?



Samples, Samples, Samples

- Never, Never, Never go into a presentation unprepared, what does this mean?
 - Have Samples available,
 - You may not always need them, but
 - it might be a while before you get another chance!
 - Even if you leave them in your car, have them close.



Liability Insurance

- Liability Insurance is not the same as your normal car or house insurance. It provides coverage for you and the companies doing business with you.
 - Usually \$2,000,000 for food or high risk products
 - About \$750 annually
 - Usually \$1,000,000 for low risk manufacturers
 - May be about \$450 annually
 - Store Chains prefer \$2,000,000 in coverage
- Most of the time you can contact your local bank or insurance company for more information.

Thank you for your Participation!

- If you have any additional questions about developing your business:
 - Alaska Source Link
 - www.aksourcelink.com
 - Small Business Assistance Center
 - www.commerce.state.ak.us/oed/smallbus/home.cfm
 - Center for Economic Development
 - <http://ced.uaa.alaska.edu>
 - Small Business Development Center
 - <http://aksbdc.org>
 - Juneau Economic Development Council
 - <http://www.jedc.org>

Good Selling

