



## Guidelines for High-Quality Vendors

As a company with more than 150 years of retail history, we ask a lot of our partners. In keeping with our standards of quality and service, we seek conscientious and reliable vendors who can provide us with high quality, high-performance and competitive prices.

As a potential vendor to Macy's, you should be prepared to discuss the following.

### For Product Vendors

- Target Customer:
  - Age, average income, median family size, geographic location, population size and expected growth.
- Product Demand:
  - Where you see it coming from in the future.
- Benefits for Macy's:
  - How your product will help position Macy's to take advantage of future demand.
  - How Macy's can gain market share with your product, control costs and/or maximize sales. The added value your product has over your competition.
  - How your packaging enhances the image and appearance of the product compared to the products currently carried by Macy's, Inc.
  - How your product will positively impact related products in our stores.
- Competition:
  - Your direct and indirect competition in the market.

### For Service Vendors

- Cost Savings:
  - How your service will save Macy's, Inc. money.
- Efficiency:
  - How your service will increase speed, accuracy and /or quality to Macy's operations.
- Growth:
  - Where you see it coming from in the future and ways growth in your service will help Macy's.
- Benefits for Macy's:
  - How Macy's can gain market share with your service and control costs and/or maximize sales. The advantages and benefits of using your service rather than a competitor's similar service.
- Competition:
  - Your direct and indirect competition in the market.
- Related Services:

- Whether your service impacts other related services or products in our stores and if so, how.

#### **For Vendors of Non-retail**

- **Products Savings:**
  - How your non-retail products will reduce costs for Macy's.
- **Efficiency:**
  - How your service will increase speed, accuracy and /or quality to Macy's operations.
- **Benefits for Macy's:**
  - How Macy's can gain market share with your service, control costs and/or maximize sales. The advantages and benefits of using your service rather than a competitor's similar service.
- **Competition:**
  - Your direct and indirect competition in the market.
- **Related Services:**
  - Whether your non-retail product impacts other related services or products we buy and if so, how.