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:
  o How your non-retail products will reduce costs for Macy’s.
• Efficiency:
  o How your service will increase speed, accuracy and/or quality to Macy’s operations.
• Benefits for Macy’s:
  o 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:
  o Your direct and indirect competition in the market.
• Related Services:
  o Whether your non-retail product impacts other related services or products we buy and if so, how.