#	Category	Attributes	Description
0			
1	Upstream	Cost Structure	Type and amount of fixed and variable costs
2	Upstream	SC Lead-time	Time from placing an order to delivery at destination
3	Upstream	SC Lead-time Reliability	Frequency of unmet orders
4	Downstream	Delivery Lead-time	Time from receiving an order from a customer and the order arriving to the customer
5	Downstream	Delivery Lead-time Reliability	Frequency of deliveries to retailer not arriving
6	Downstream	Waste / Shrinkage	Amount of product that is damaged or lost in the SC
7	Downstream	Capacity	Amount of products that the supply chain can carry
8	Downstream	Inventory	Inventory Policy
9	Downstream	Flexibility	
	Downstream	Information flow	To what extent information is transferred through the SC and through which mediums (computer, paper, etc)
11	Downstream	Consumer reach	Market penetration of the product
12	Downstream	Warranty Support	Whether distributor works with manufacturer to uphold warantees
	Downstream	Robustness	
	Procurement/Production		
		Procurement Management	
16	Procurement/Production		
17	Procurement/Production		
	Distribution	Inventory Echelons	How many level of inventory separate manufacture from consumer
	Distribution	Warehouse Management	
	Distribution	Transportation Management	
_	Sales Channels	General Questions	
	Sales Channels	Manufacturer Representative	
	Sales Channels	Commercial	
24	Sales Channels	Mission	
		Distributor	
		Broker	
	After Market	Warranty Duration	
	After Market	Warranty Type	
29	Sales Channels	Pricing	
30	Sales Channels	Payment and Credit	

Cost Structure SC Lead-time SC Lead-time Reliability Delivery Lead-time Reliability Waste / Shrinkage Capacity Information flow Consumer reach Warranty Support Inventory Echelons

Category	Sub-Category	Water Filter Specific	Question	Answer Options	Attributes	Code	Priority
Vailability	General Business		Do you stock any water filter devices here?	•Yes •No	Inventory	1	<u>^</u>
Availability	General Business		Do you stock any water filter devices here?	•No •Eureka Forbes	Inventory	1	AA
				•Kent			
				•Tata			
				•Rama			
				Vestergard Fransen			
				•Tulip			
Availability	General Business	х	Which brands of water filters do you carry?	•Other	Inventory	2	AA
				Eureka Forbes Aqua Guard     Eureka Forbes Aqua Guard			
				•Eureka Forbes Aqua Sure •Hindustan Unilever Purelt			
				•Tata Swatch electric			
				•Tata non-electric			
				Vestergaard Frandsen LifeStraw			
				•Rama Candle Filters			
Availability	General Business	×	What models of water filters do you carry within each brand?		Inventory	3	AA
,				Brand reputation		-	
				<ul> <li>Customer demand for product</li> </ul>			
				Manufacturer credit			
				Manufacturer warranty support			
				<ul> <li>Manufacturer reliability in delivering products</li> </ul>			
Availability/Affordability	Inventory		Which factors are the most important when you decide which model		Inventory	4	В
	1	1	,	•Less than 5%			
		1		•5-10%			
		1		•10-30%			
		1		•30-50%			
		1		•50-75%			
Availability	General Business	1	What amount of your building do you dedicate to storing water filter		Capacity	5	С
				Clothes/textiles			
		1		Small consumer appliances			
		1		<ul> <li>Large consumer appliances</li> </ul>			
		1		<ul> <li>Food/grocery</li> </ul>			
Availability	General Business		What other types of devices do you stock? (circle all that apply)	•Other	Inventory	6	С
				•Yes			
Availability/After market	Inventory	х	Do you carry the replacement filters for this product?	•No	Inventory	7	AA
				•Yes (what?)			
Availability/After market	Inventory	х	Do you carry any other spare parts for the product?	•No	Inventory	8	A
				Manufacturer			
	L	1		Distributor		_	
Availability	General Business		Who do you place an order with?	•Other	Inventory Echelo	9	В
		1		•Daily			
		1		•Weekly			
		1		Monthly			
		1		•Quarterly			
Availability	Inventory	х	How often does the responsible person place orders for this water fil		Inventory	10	A
				Based on how much was ordered previously			
				<ul> <li>Based on how many were sold recently</li> </ul>			
				<ul> <li>Based on historic purchasing patterns</li> </ul>			
Availability/Affordability	Inventory		How do you decide what quantities of the products to order/buy?	•Other	Inventory	11	A
	la cantan c		Whet is used and and a size 2 is the set of initial sector size 2	No minimum order size     Orden minimum order size		12	
	Inventory	х	What is your standard order size? Is there a minimum order size?	Order minimum size of      Daily	Inventory	13	A
				•Weekly			
				•Monthly			
Availability/After market	Inventory	x	How often do you order replacement filters?	•Quarterly •Other	Inventory	14	А
Affordability/After market	Inventory Cost and Pricing	x	How often do you order replacement filters? How much does it cost you to purchase the filtration device?	•Other	Inventory Cost Structure	14	A
Affordability	Cost and Pricing	x	How much does it cost you to purchase the replacement filters?	<u> </u>	Cost Structure	15	AA
anordability	cost and mitting		now much uses it cost you to purchase the replacement filters?	•Yes	cost structure	10	AA
Availability/Affordability	Inventory	v	Does this supplier deliver directly to your store/Distribution Center?	•No	SC Lead-time	17	AA
wanabiney/ Antoroabiney	ventory		sous and supprier deriver directly to your store/ distribution center?	•No •Pallet	Se teau-time	1/	AA
		1		•Container			
Availability/Affordability	General Business	1	What is the unit for transportation? By case, pallet, container, other?		SC Lead-time	18	А
Affordability	Inventory	x	How much does delivery to your location cost?	0000	SC Lead-time	20	A
		^		Distributor does	se cedu-time	-9	
		1		Manufacturer does			
		1		•Retailer does			
Affordability	Inventory	x	Who pays for the product delivery to your location?	•Other	SC Lead-time	21	AA
		-		•Yes			
	Inventory	x	Does the supplier provide an estimate of how long delivery will take?		SC Lead-time	22	С
	1			•Same day		-	-
		1		•2-5 days			
		1		•5-10 days			
		1		•2-4 weeks			
	Inventory	x	After you place an order with the supplier, how long does it take for t		SC Lead-time	23	AA
	1			•Yes		-	
Availability	Inventory	x	Are there instances when the supplier is not able to meet your order		SC Lead-time Re	24	AA
	1	1		•Yes			
Availability	General Business	1	Was there ever an order cut?	•No	Capacity	25	В
		1		•Paper mail			
		1		•Telephone/mobile			
		1		•Email			
	General Business	1	How do you communicate with your supplier? Phone, electronic record		Information flov	26	А
		-	, ,	•Daily			
				•Weekly			
				•Weekly •Monthly			
				•Weekly			

Asalability/Affordability         Inventory         x         What is your average imentory on hand for this water filter?         Constrained         Inventory         28         A           Asalability/Affordability         Inventory         x         What is your average imentory on hand for this water filter?         Constrained         Inventory         28         A           General Business         How often do products arrive to you from your supplies broken or dai offent         Wate / Shrinka         29         AA           Hereiry         Sometimes         How often do products do you need to throw away becaue of damage i 4-Often         Waste / Shrinka         30         8           General Business         How often products do you need to throw away becaue of damage i 4-Often         Waste / Shrinka         31         AA           Inventory         x         Waste / Shrinka         32         B         A           General Business         Do you often lose products from theft?         +Often         Waste / Shrinka         33         AA           Affordability         Cost and Pricing         x         Waste is port average product thromatomit filter?         +Often         Waste / Shrinka         33         AA           Affordability         Cost and Pricing         x         Waste is port average product thromatomit filter?         Howaster
Availability/Affordability     Inventory     x     What is your average inventory on hand for this water filter?     -10-50 
Analability/Affordability         Inventory         x         What is your average inventory on hand for this water filter?         -50-00 +Never +Sometimes         Inventory         Z         A           General Business         -         How often do products arrive to you from your supplies broken or da sometimes         -
Availability/Affordability         Inventory         x         What is your average inventory on hand for this water filter?         - Greater than 100         Inventory         28         A           Availability/Affordability         General Business         Important of the products arrive to you from your supplies broken or da +Often         Wast e / Shrinka         29         AAA           General Business         Important of the products arrive to you from your supplies broken or da +Often         Wast e / Shrinka         29         AAA           General Business         Important of the products arrive to you from your supplies broken or da +Often         Wast e / Shrinka         30         8           General Business         Important of the products do you need to throw away because of damage + Often         Wast e / Shrinka         30         8           Important of the products from theft?         Otten         Otten         Wast e / Shrinka         30         8           Important of the products from theft?         Otten         Otten         Otten         Otten         Nonthe         Important         32         8           Affordability         Cost and Pricing         X         What is the average product turnaround time? (i.e., how long or dow evers)         Otten interview         33         8           Affordability         Cost and Pricing         X <t< td=""></t<>
Anotability     General Business
Second Business         How often do products arrive to you from your suppliers broken of an Otten         Wate / Shrink a         29         AAA           Ceneral Business         Low often products arrive to you from your suppliers broken of an Shrink a         Newer
General Business     Ivew often do products arrive to you from your suppliers broken or all -Often     Waste / Shrinka     29     AAA       Anarely     New often products arrive to you from your suppliers broken or all -Often     New often     New often <t< td=""></t<>
Alread         Nover -Rarely -Sometimes         Nover -Rarely -Sometimes         Notes         Notes<
Arrow     Rarely -Sometimes     Waste / Shrinka     30     B       General Business     How often products do you need to throw away because of damage is Often     Waste / Shrinka     30     B       General Business     Do you often lose products from theft?     Often     Waste / Shrinka     31     AA       General Business     Do you often lose products from theft?     Often     Waste / Shrinka     31     AA       Inventory     x     What is the average product turnaround time? (ie, how long do produ +Vears     Inventory     32     B       Affordability     Cost and Pricing     x     Do you alt this the replacement filters?     Inventory     33     B       Affordability/After market     Cost and Pricing     x     At what price do yous ell this water filters?     Inventory     33     B       Affordability/After market     Cost and Pricing     x     At what price do yous ell this water filters?     Inventory     33     B       Affordability     Selling Channels     x     Are three different prices for different retailers/customers? (if yes, d+No     Pricing     36     A       Affordability     Selling Channels     x     What retailers purchase these water filters?     Pres     Onsumer reach     37     A       Affordability     Selling Channels     x     What realiers hore prod
General Business     How often products do you need to throw away because of damage it "Often     Waste / Shrinka     30     B       Never     "Never     Never     Rarely     Sometimes     Never     Nonth     Never     Nonth
General Business     Do you often lose products from theft?     •Often     Waste / Shrinka     31     AA       Unvertory     x     What is the average product from theft?     •Often     Waste / Shrinka     31     AA       Affordability     Cost and Pricing     x     What is the average product furnaround time? (ie, how long do produ +vears     Inventory     32     B       Affordability     Cost and Pricing     x     At what price do you sell this water filtration device?     Pricing     34     AA       Affordability/After market     Cost and Pricing     x     At what price do you sell the replacement filter?     Pricing     36     A       Affordability     Selling Channels     x     Are there different prices for different retailers/customers? (if yes, de No     No     Pricing     36     A       Affordability     Selling Channels     x     What retailers purchase these water filters?     •Ves     •No     Consumer reach     37     A       Affordability     Selling Channels     x     Who do you sell this water filter to?     •Other distributors     •B     •No     Consumer reach     37     A       Affordability     Selling Channels     x     Who do you sell this water filter to?     •Other     Consumer reach     38     AA       Affordability     Payment and Credit<
General Business     Do you often lose products from theft?     •Sometimes     Waste / Shrinka     31     AA       Inventory     X     What is the average product turnaround time? (ie, how long do produe Vears     Inventory     32     B       Affordability     Cost and Pricing     X     Do you have an estimate for how much it costs you to hold inventory?     Inventory     33     B.       Affordability     Cost and Pricing     X     At what price do you sell this water filtration device?     Pricing     34     AA       Affordability/After market     Cost and Pricing     X     At what price do you sell the replacement filters?     Pricing     35     AA       Affordability/After market     Cost and Pricing     X     At what price do you sell the replacement filters?     *Yes     Pricing     36     A       Affordability/After market     Cost and Pricing     X     At what price do you sell the replacement filters?     *Yes     Pricing     36     A       Affordability     Selling Channels     X     Are there different prices for different retailers/customers? (if yed, 4+No     Consumer reach     37     A       Availability     Selling Channels     X     Who do you sell this water filter to?     •Yes     Inventory     40     AA       Affordability     Payment and Credit     Do you partner with any financ
General Business       Do you often lose products from theft?       •Cortem       Waste / Shrinka       31       AA         "Days       *Veeks       *Veeks       *Veeks       *Veeks       *Veeks         Affordability       Cost and Pricing       x       What is the average product turnaround time? (ie, how long do prode *Vears       Inventory       32       B         Affordability       Cost and Pricing       x       Do you have an estimate for how much it costs you to hold inventory?       Pricing       33       B         Affordability       Cost and Pricing       x       At what price do you sell this water filters?       Pricing       35       AA         Affordability/After market       Cost and Pricing       x       Are there different prices for different retailers/customers? (if yes, d       *Yes       Pricing       36       A         Affordability       Selling Channels       x       Are there different prices for different retailers/customers? (if yes, d       *No       Consumer reach       37       A         Availability       Selling Channels       x       Who do you sell this water filter to?       *Ves       Consumer reach       40       AA         Affordability       Payment and Credit       Do you ouffer credit to any of your customers?       *Ves       Payment and Credit       Do you o
General Business         Do you often lose products from theft?         •Often         Waste / Shrinka         3.1         AA           Inventory         X         What is the average product turnaround time? (ie, how long do product Vexis +Months         Inventory         3.2         B           Affordability         Cost and Pricing         X         Do you have an estimate for how much it costs you to hold inventory?         Inventory         3.3         B           Affordability         Cost and Pricing         X         At what price do you sell this water filtration water
Inventory         x         What is the average product turnaround time? (ie, how long do produ *Years         Inventory         32         B           Affordability         Cost and Pricing         x         Do you have an estimate for how much it costs you to hold inventory?         Inventory         33         B           Affordability         Cost and Pricing         x         At what price do you sell this water filters?         Pricing         34         AA           Affordability/After market         Cost and Pricing         x         At what price do you sell the replacement filters?         Yes         Pricing         36         A           Affordability/After market         Cost and Pricing         x         Are there different prices for different retailers/customers? (if yes, d+No         Pricing         36         A           Affordability         Selling Channels         x         Are there different prices for different retailers/customers? (if yes, d+No         Pricing         36         A           Availability         Selling Channels         x         Who do you sell this water filter to?         •Other         Consumer reach         38         AA           Affordability         Payment and Credit         Do you partner with any financial institutions to help customers purch         No         Consumer reach         40         AA
Inventory         what is the average product turnaround time? (ie, how long do produce) *Vears         Inventory         32         B           Affordability         Cost and Pricing         x         Do you have an estimate for how much it costs you to hold inventory?         Inventory         33         B           Affordability         Cost and Pricing         x         At what price do you sell this water filters?         Pricing         34         AA           Affordability/After market         Cost and Pricing         x         At what price do you sell the reglacement filters?         Pricing         35         AA           Affordability/After market         Cost and Pricing         x         At entere different prices for different retailers?         *Yes         Pricing         36         A           Affordability         Selling Channels         x         Are there different prices for different retailers/customers? (If yes, d)         No         Pricing         36         A           Availability         Selling Channels         x         What retailers purchase these water filters?         •No         Consumer reach         38         AA           Availability         Selling Channels         x         Who do you sell this water filter to?         •Other distributors         •Univoidals         •Other distributors         •Univoidals         A
Inventory         x         What is the average product turnaround timenet Qie, how long do podd, •Years         Inventory         32         B           Affordability         Cost and Pricing         x         Do you have an estimate for how much it costs you to hold inventory?         Inventory         33         B           Affordability         Cost and Pricing         x         At what price do you sell this water filtration devce?         Pricing         34         AA           Affordability         Selling Channels         x         At what price do you sell this water filtration devce?         Pricing         36         A           Affordability         Selling Channels         x         At what price do you sell this water filters?         •Yes         Pricing         36         A           Affordability         Selling Channels         x         Are there different prices for different retailers/customers? (if yes, d+No         Pricing         36         A           Affordability         Selling Channels         x         What retailers purchase these water filters?         •No         Consumer reach         37         A           Availability         Selling Channels         x         What retailers purchase these water filter to?         •Other         Consumer reach         38         AA           Affordability         Pa
Affordability       Cost and Pricing       x       Do you have an estimate for how much it costs you to hold inventory?       Inventory       33       B.         Affordability       Cost and Pricing       x       At what price do you sell its water filtration device?       Pricing       33       AA         Affordability/After market       Cost and Pricing       x       At what price do you sell its water filtration device?       Pricing       36       AA         Affordability/After market       Selling Channels       x       Are there different prices for different retailers/customers? (if yes, d+NO       Pricing       36       A         Affordability       Selling Channels       x       Are there different prices for different retailers/customers? (if yes, d+NO       Pricing       36       A         Affordability       Selling Channels       x       What retailers purchase these water filters?       •No       Consumer reach       37       A         Availability       Selling Channels       x       Who do you sell this water filter to?       •Other       Consumer reach       38       AA         Affordability       Payment and Credit       Do you partner with any financial institutions to help customers purch +NO       Consumer reach       40       AA         Affordability       Payment and Credit       Do you offer credit to a
Affordability     Cost and Pricing     x     At what price do you sell this water filters?     Pricing     34     AA       Affordability/After market     Cost and Pricing     x     At what price do you sell the replacement filters?     *Yes     Pricing     35     AA       Affordability/After market     Selling Channels     x     Are there different prices for different retailers/customers? (if yes, d+No     *Yeis     Pricing     36     A       Affordability     Selling Channels     x     What retailers purchase these water filters?     *Retailers     Consumer reach     37     A       Availability     Selling Channels     x     Who do you sell this water filter to?     •Other     Consumer reach     38     AA       Availability     Selling Channels     x     Who do you sell this water filter to?     •Other     Consumer reach     38     AA       Affordability     Payment and Credit     Do you partner with any financial institutions to help customers purch *No     Consumer reach     40     AA       Affordability     Payment and Credit     Do you offer credit to any of your customers to purchase product? (if     *No     Consumer reach     41     AA       Affordability     Payment and Credit     What type(s) of credit do you offer to these customer?     *Point     Payment and Credit     A       Affordab
Affordability/After market       Cost and Pricing       x       At what price do you sell the replacement filters?       Pricing       35       AA         Affordability       Selling Channels       x       Are there different prices for different retailers/customers? (if yes, d+No       Pricing       36       A         Retailer Demographic       x       What retailers purchase these water filters?
Affordability       Selling Channels       x       Are there different prices for different retailers/customers? (if ex, d *No       Pricing       36       A         Retailer Demographic       x       What retailers purchase these water filters?       *No       Consumer reach       37       A         Availability       Selling Channels       x       Who do you sell this water filter to?       *Other distributors       *Other distributors       *Other distributors       *Other       Consumer reach       38       AA         Availability       Selling Channels       x       Who do you sell this water filter to?       *Other       Consumer reach       40       AA         Affordability       Payment and Credit       Do you partner with any financial institutions to help customers purch *No       Consumer reach       40       AA         Affordability       Payment and Credit       Do you offer credit to any of your customers to purchase product? (if       *No       Consumer reach       41       AA         Affordability       Payment and Credit       Do you determine which customers will receive credit?       No       Payment and Cr       42       A         Affordability       Payment and Credit       How do you determine which customers will receive credit?       Payment and Cr       43       A         Affordability       P
Retailer Demographic       x       What retailers purchase these water filters?       Retailers       Consumer reach       37       A         Availability       Selling, Channels       x       Who do you sell this water filter to?       •Other       Consumer reach       38       AA         Availability       Selling, Channels       x       Who do you sell this water filter to?       •Other       Consumer reach       38       AA         Affordability       Payment and Credit       Do you partner with any financial institutions to help customers purch *No       Consumer reach       40       AA         Affordability       Payment and Credit       Do you offer credit to any of your customers purch *No       Consumer reach       41       AA         Affordability       Payment and Credit       Who do you determine which customers?       Payment and Credit       AA         Affordability       Payment and Credit       How do you determine which customers will receive credit?       Payment and Credit       AA         Affordability       Payment and Credit       How do you determine which customers will receive credit?       Poally       Payment and Credit       AA         Affordability       Payment and Credit       How do you determine which customers will receive credit?       Poally       *Weekly       *Monthily       *Quarterly       *Month
Availability     Selling Channels     x     Who do you sell this water filter to?     •Other distributors     •Businesses     •Individuals       Availability     Payment and Credit     Do you partner with any financial institutions to help customers purch     •No     Consumer reach     38     AA       Affordability     Payment and Credit     Do you offer credit to any of your customers purch     •No     Consumer reach     40     AA       Affordability     Payment and Credit     Do you offer credit to any of your customers to purchase product? (if +No     Consumer reach     41     AA       Affordability     Payment and Credit     What type(3) credit do you offer to these customers?     Payment and Credit     AA       Affordability     Payment and Credit     How do you determine which customers will receive credit?     •Daily     •Ves     Payment and Credit     A       Affordability     Payment and Credit     How do you determine which customers will receive credit?     •Daily     •Ves     A       Affordability     Payment and Credit     How do you determine which customers will receive credit?     •Daily     •Ves     •Daily       •Weekly     •Monthly     •Quarterly     •Quarterly     •Quarterly     •Quarterly
Availability     Selling Channels     x     Who do you sell this water filter to?     •Other distributors     •Individuals     Consumer reach     38     AA       Affordability     Payment and Credit     Do you partner with any financial institutions to help customers purch +No     Consumer reach     40     AA       Affordability     Payment and Credit     Do you offer credit to any of your customers to purchase product? (if +No     Consumer reach     41     AA       Affordability     Payment and Credit     What type(s) d credit do you differ to these customers?     Payment and Credit     AI     AA       Affordability     Payment and Credit     How do you determine which customers will receive credit?     Payment and Credit     Payment and Credit     AI       Affordability     Payment and Credit     How do you determine which customers will receive credit?     Payment and Credit     Payment and Credit     AI       Affordability     Payment and Credit     How do you determine which customers will receive credit?     Payment and Credit     AI       Affordability     Payment and Credit     How do you determine which customers will receive credit?     Payment and Credit     AI
Availability     Selling Channels     x     Who do you sell this water filter to?     •Businesses     •Individuals       Ardiordability     Payment and Credit     Do you partner with any financial institutions to help customers purch *No     Consumer reach     40     AA       Affordability     Payment and Credit     Do you offer credit to any of your customers purch *No     Consumer reach     41     AA       Affordability     Payment and Credit     What type(s) of credit do you offer to these customers?     Payment and Credit     42     A       Affordability     Payment and Credit     How do you determine which customers will receive credit?     Paint     Payment and Cr     43     A       Affordability     Payment and Credit     How do you determine which customers will receive credit?     •Daily     •Weekly     •Monthily       •Weekly     •Monthily     •Quarterly     •Outputch     •Outputch     •Daily     •Monthily
Availability     Selling Channels     x     Who do you sell this water filter to?     •Other     Consumer reach     38     AA       Affordability     Payment and Credit     Do you partner with any financial institutions to help customers purchase     *Yes     - <t< td=""></t<>
Affordability     Payment and Credit     Do you partner with any financial institutions to help customers purch     *No     Consumer reach     40     AAA       Affordability     Payment and Credit     Do you offer credit to any of your customers to purchase product? (if +No     Consumer reach     41     AAA       Affordability     Payment and Credit     What type(s) of credit do you offer to these customers?     Payment and Credit     42     A       Affordability     Payment and Credit     How do you determine which customers will receive credit?     Payment and Cr     43     A       Affordability     Payment and Credit     How do you determine which customers will receive credit?     •Oally •Weekly •Monthly •Uauterly     •Oally     •Oally     •Oally     •Oally     •Oally
Affordability     Payment and Credit     Do you partner with any financial institutions to help customers purch *No     Consumer reach     40     AA       Affordability     Payment and Credit     Do you offer credit to any of your customers to purchase product? (if     *No     Consumer reach     41     AA       Affordability     Payment and Credit     What type(s) of credit do you offer to these customers?     Payment and Credit     Payment and Credit     A1     AA       Affordability     Payment and Credit     What type(s) of credit do you offer to these customers?     Payment and Credit     Payment and Credit     A3     A       Affordability     Payment and Credit     How do you determine which customers will receive credit?     *Oally     *Weekly     *Monthly     *Outputch     *More you     *More
Affordability     Payment and Credit     Do you offer credit to any of your customers to purchase product? (if +No     Yes     Consumer reach     41     AA       Affordability     Payment and Credit     What type(s) of credit do you offer to these customers?     Payment and Cr     42     A       Affordability     Payment and Credit     How do you determine which customers will receive credit?     Payment and Cr     43     A       Affordability     Payment and Credit     How do you determine which customers will receive credit?     Poally     +Oally     +Oally       • Weekly     • Monthly     • Quarterly     • Oalurterly     • Oally     +Oally
Affordability     Payment and Credit     Do you offer credit to any of your customers to purchase product? (if •No     Consumer reach     41     AA       Affordability     Payment and Credit     What type(s) of credit do you offer to these customers?     Payment and Credit     Payment and Credit     A     A       Affordability     Payment and Credit     How do you determine which customers will receive credit?     Payment and Credit     Payment and Credit     A     A       Affordability     Payment and Credit     How do you determine which customers will receive credit?     •Daily     •Daily     •Weekly     •Monthly       •Unauterly     •Unauterly     •Ouarterly     •Monthly     •Ouarterly     •Monthly
Affordability     Payment and Credit     What type(s) of credit do you offer to these customers?     Payment and Cr     42     A       Affordability     Payment and Credit     How do you determine which customers will receive credit?     Payment and Cr     43     A       Image: State St
Affordability     Payment and Credit     How do you determine which customers will receive credit?     Payment and Cr     43     A       * Obality     * Obality     * Weekly     * Monthly     * Monthly     * Monthly
*Daily •Veek§ •Monthly •Laurterly
•Monthly •Quarterly
•Quarterly
Presidente and a second and a
Telephone/mobile
•Email
Selling Channels x How does the retailer place a reorder? (phone, computer, etc.) • Electronic system Delivery Lead-tir 45 A
•0-5 filters •5-10 filters
•5-01 mers •10-50
\$50.100
Selling Channels x In what quantities does the retailer reorder? •Greater than 100 Delivery Lead-tin 46 B
•Yes (what is the minimum?)
Selling Channels x Is there a minimum reorder amount you enforce? No Delivery Lead-tia 47 A
Third party transportation     In-house transporter
Selling Channels x How do you deliver the device? (third party transportation, in-house of eretainer comes to pick up product Delivery Lead-tin 48 AA
Obstributor
Manufacturer
Affordability Selling Channels x Who pays for delivery? •Customer (retailer) Delivery Lead-tir 49 AA
+Never +Rarely
- And Cy • Sometimes
Availability General Business How often are you told that a shipment/delivery never arrived? •Often Delivery Lead-tir 50 A
•Never
•Rarely
Sometimes
Availability Inventory How often does a customer order a product and it is unavailable? +Often Consumer reach 51 AA
Affordability Selling Channels x Do you charge different prices for different order quantities? • No
Never
*Rarely
Sometimes     Sometimes     Sometimes     Sometimes
General Business How often do the retailers who purchase product from you send infor *Often Information flow 53 A
test use internas a warranty     work test for does not have a warranty
After market After Market x Do you know if this filter has a warranty or replacement plan b hot know by Warantee Supp 54 AA
•Yes
No.
After market         After Market         Do you work with the manufactuers to support warrantys?         +Filter has no warranty         Warranty Suppo         55         AA           Image: A state of the state o
* Attailers come back
After market After Market x Do customers come back to you if the have a problem with their devide Both retailers and customers come back Warantee Supp 56 B
After market After Market x Do customers come back to you if the have a problem with their device Both retailers and customers come back Warantee Support 56 B
After market     After Market     x     Do customers come back to you if the have a problem with their device Both treatilers and customers come back.     Warantee Suppl     56     B       Image: Second part of the second pa
After market     After Market     x     Do customers come back to you if the have a problem with their devidebath retailers and customers come back     Warantee Supples     56     B       •Never •Rarely •Sometimes     •Never •Rarely     •Never     •Never <t< td=""></t<>
After market     After Market     x     Do customers come back to you if the have a problem with their devide Both retailers and customers come back     Warantee Suppl     56     B       *Never     *Rarely     *Rarely     *Rarely     *Sometimes     *Information flow     57     B
After market     After Market     x     Do customers come back to you if the have a problem with their devide.     Both retailers and customers come back.     Warantee Supple     56     B       Image: After Market     I
After market     After Market     x     Do customers come back to you if the have a problem with their devide Both retailers and customers come back     Warantee Suppl     56     B       *Never     *Rarely     *Rarely     *Rarely     *Sometimes     *Information flow     57     B
After market     After Market     x     Do customers come back to you if the have a problem with their devi eboth retailers and customers come back     Warantee Suppl     56     B       After Market     x     Do customers come back to you if the have a problem with their devi eboth retailers and customers come back     Warantee Suppl     56     B       Beneral Business     How often do you communicate with the retailers?     •Never     •Never <td< td=""></td<>
After market     After Market     x     Do customers come back to you if the have a problem with their devide Both retailers and customers come back.     Warantee Supple     56     B       After market     After Market     x     Do customers come back to you if the have a problem with their devide Both retailers and customers come back.     Warantee Supple     56     B       Provide
After market     After Market     x     Do customers come back to you if the have a problem with their dewl eduft netaliers and customers come back     Warantee Suppl     56     B       After market     After Market     x     Do customers come back to you if the have a problem with their dewl eduft netaliers and customers come back     Warantee Suppl     56     B       Beneral Business     How often do you communicate with the retailers?     •Often     Information flow     57     B       General Business     How often do you communicate with the retailers?     •Often     Information flow     57     B       General Business     What is the approximate size (in area) of this facility?     *Large     Capacity     58     C       10.500     *00.00     *00.00     *00.00     *00.00     Information flow     57     B
After market       X       Do customers come back to you if the have a problem with their devided the trailiers and customers come back.       Warantee Supple       56       B         After market       X       Do customers come back to you if the have a problem with their devided the trailers and customers come back.       Warantee Supple       56       B         After Market       X       Do customers come back to you if the have a problem with their devided the trailers and customers come back.       Warantee Supple       56       B         General Business       How often do you communicate with the retailers?       •Often       Information flow       57       B         Medium       •Small       •Medium       •Small       Capacity       58       C         General Business       What is the approximate size (in area) of this facility?       •Large       Capacity       58       C         General Business       How many employees do you have?       •Greater than 100       Capacity       59       AA
After market     After Market     x     Do customers come back to you if the have a problem with their devided and the trailiers and customers come back.     Warantee Supple     56     B       Never
After market       After Market       x       Do customers come back to you if the have a problem with their devided and the trailers and customers come back.       Warates Supple       56       B         After market       After Market       x       Do customers come back to you if the have a problem with their devided and the trailers and customers come back.       Waratees Supple       56       B         After Market       After Market       x       Do customers come back to you if the have a problem with their devided and the stare of the stare
After market       After Market       x       Do customers come back to you if the have a problem with their dew! #Odth retailers and customers come back       Warantee Supple       56       B         After Market       x       Do customers come back to you if the have a problem with their dew! #Odth retailers and customers come back       Warantee Supple       56       B         Beneral Business       How often do you communicate with the retailers?       •Often       Information flow       57       B         General Business       How often do you communicate with the retailers?       •Often       Information flow       57       B         General Business       What is the approximate size (in area) of this facility?       •Large       Capacity       58       C         General Business       How many employees do you have?       •Greater than 100       Capacity       59       AA         Affordability       General Business       Approximately how much do you pay your employees per hour?       ????       Cost Structure       60       A         Affordability       General Business       What are your fixed osts?       Executive fixed osts?       Cost Structure       61       AA         Affordability       General Business       How much do you pay in rent/utilities for the building?       FM-F       Cost Structure       62       AA
After market       After Market       x       Do customers come back to you if the have a problem with their devided and the trailiers and customers come back.       Warantee Supply       56       B         After Market       x       Do customers come back to you if the have a problem with their devided and the trailers and customers come back.       Warantee Supply       56       B         After Market       x       Do customers come back to you if the have a problem with their devided and the trailers and customers come back.       Warantee Supply       56       B         General Business       How often do you communicate with the retailers?       •Often       Information flow       57       B         General Business       What is the approximate size (in area) of this facility?       •Large       Capacity       58       C         General Business       How many employees do you have?       •Creater than 100       Capacity       59       AA         Affordability       General Business       Approximately how much do you pay your employees per hour?       2????       Cost Structure       60       A         Affordability       General Business       What are your fixed costs?       Ac       Cost Structure       61       AA         Affordability       General Business       How much do you pay in rent/utilities for the building?       •M-F       Cost Structure<
After market       After Market       x       Do customers come back to you if the have a problem with their dewl edur treatilers and customers come back.       Warantee Supple       56       B         After Market       x       Do customers come back to you if the have a problem with their dewl edur treatilers and customers come back.       Warantee Supple       56       B         General Business       How often do you communicate with the retailers?       • Often       information flow       57       B         General Business       How often do you communicate with the retailers?       • Often       information flow       57       B         General Business       What is the approximate size (in area) of this facility?       • Large       Capacity       58       C         Affordability       General Business       How many employees do you have?       • Greater than 100       Capacity       59       AA         Affordability       General Business       Approximately how much do you pay your employees per hour?       ?????       Cost Structure       60       A         Affordability       General Business       How much do you pay in rent/utilities for the building?       • Cost Structure       61       AA         Affordability       General Business       How much do you pay in rent/utilities for the building?       • Cost Structure       62       AA
After market       After Market       x       Do customers come back to you if the have a problem with their devi eboth retailers and customers come back       Warantee Supple       56       B         After Market       x       Do customers come back to you if the have a problem with their devi eboth retailers and customers come back       Warantee Supple       56       B         General Business       How often do you communicate with the retailers?       •Often       Information flow       57       B         Medium       •Small       •Medium       •Small       Information flow       58       C         General Business       What is the approximate size (in area) of this facility?       •Large       Capacity       58       C         Affordability       General Business       How many employees do you have?       •Creater than 100       Capacity       59       AA         Affordability       General Business       Approximately how much do you pay your employees per hour?       ?????       Cost Structure       61       AA         Affordability       General Business       What are the days of operation of this facility?       *M.F       M.S       Editities       63       C         General Business       What are the days of operation of this facility?       */ days per week       Facilities       63       C      <
After market       After Market       x       Do customers come back to you if the have a problem with their dewies and customers come back.       Warantee Supple       56       B         After market       After Market       x       Do customers come back to you if the have a problem with their dewissed models and the start of the s
After market       After Market       x       Do customers come back to you if the have a problem with their dewl each retailers and customers come back       Warantee Supple       56       B         After Market       x       Do customers come back to you if the have a problem with their dewl each retailers and customers come back       Warantee Supple       56       B         General Business       How often do you communicate with the retailers?       -Often       Information flow       57       B         General Business       What is the approximate size (in area) of this facility?       +Large       Capacity       58       C         General Business       What is the approximate size (in area) of this facility?       +Large       Capacity       59       AA         Affordability       General Business       How many employees do you have?       +Greater than 100       Capacity       59       AA         Affordability       General Business       What are your fixed costs?       Cost Structure       60       A         Affordability       General Business       How much do you pay your employees per hour?       ??????       Cost Structure       61       AA         Affordability       General Business       What are the days of operation of this facility?       +
After market       After Market       x       Do customers come back to you if the have a problem with their dewies and customers come back.       Warantee Supple       56       B         After market       After Market       x       Do customers come back to you if the have a problem with their dewissed models and the start of the s