

MANUFACTURERS REPRESENTATIVE PROFILE (MRP) Apparel & Accessories Confidential Data Sheet

Please fill out a separate data sheet for EACH showroom and EACH division within your showroom(s). Information supplied will be entered into our database and will be used for matching your company's compatibility with lines seeking representation in your directory.

Note: ALL INFORMATION WILL BE KEPT STRICTLY CONFIDENTIAL AND SHARED ONLY WITH COMPANIES SEEKING LINE REPRESENTATION

Company: [_____] Div: [_____]
 Principal: [_____] Tel: [_____]
 Address: [_____] FAX: [_____]
 City/State: [_____] ZIP: [_____]
 Email: [_____] Website: [_____]
 Corporation Partnership Proprietor Years in Bus. [_____]

No. of showrooms / office personnel [_____] Temporary space sq. ft. [_____]

Showroom sq. ft. [_____] No. days open [_____]

Is your sales tracking computerized? Yes No Are your commission reports computerized? Yes No

TERRITORY:

Please list your territory of STATES covered and number of road sales people (RSP) by state. (example: Illinois [Ill.] [4])

STATES	RSP	STATES	RSP	STATES	RSP	Please Indicate Total Number Of Reps _____
[_____]	[_____]	[_____]	[_____]	[_____]	[_____]	
[_____]	[_____]	[_____]	[_____]	[_____]	[_____]	
[_____]	[_____]	[_____]	[_____]	[_____]	[_____]	
[_____]	[_____]	[_____]	[_____]	[_____]	[_____]	
[_____]	[_____]	[_____]	[_____]	[_____]	[_____]	

SHOWS:

Please list trade shows your company attends, displays and sells your lines, month of show and if the show is in you permanent showroom (P) or temporary space (T) as follows: (example: LA Gift Jan/P or SF Gift Feb/T)

1. Trade Show: [_____] Mo. [_____] P/T [_____] 2. Trade Show: [_____] Mo. [_____] P/T [_____] 3. Trade Show: [_____] Mo. [_____] P/T [_____] 4. Trade Show: [_____] Mo. [_____] P/T [_____] 5. Trade Show: [_____] Mo. [_____] P/T [_____] 6. Trade Show: [_____] Mo. [_____] P/T [_____] 7. Trade Show: [_____] Mo. [_____] P/T [_____]

SALESFORCE:

How are KEY ACCOUNTS (Department Stores, Chains Mass. etc.) covered?

Principal? Yes No
 Sales Manager? Yes No
 Regular Road Sales People? Yes No
 Special full time Key Account people? Yes No If Yes, how many? [_____]
 How are salespeople paid? Straight Commission (Indep. Contr.) Salary Employee

SALES MANAGER PROFILE:

Do you have a Sales Manger? Yes No
 Sales Manager's Name: (Optional)[_____]
 Years in Industry [_____] Years as Sales Manager [_____]
 Sales Manager's Responsibilities:
 Sales Management ONLY Sales Management & Key Accounts
 Sales Management / Admin Sales Management Territory
 Do you have sales meetings? Yes No
 If Yes, frequency Weekly Monthly Qtrly Other _____

*CHAIN STORE ACCOUNT SOLD AND SERVICE: (List the Name of specific chain covered)

_____ _____ _____
 _____ _____ _____
 _____ _____ _____
 Do you service/count stock in chain accounts? Yes No
 If Yes, Salespeople count? Special service personnel?

**DISTRIBUTOR SALES:

Do you sell and service wholesale distributors? Yes No
 Do you sell and service rack jobbers? Yes No
 If Yes, please list the type you sell and service
 1. _____ 2. _____ 3. _____
 4. _____ 5. _____ 6. _____

Classes of Trade Apparel & Accessories

- | | | | |
|---|---|--|---|
| Class of Trade
39 <input type="checkbox"/> Accessories Women's
L0 <input type="checkbox"/> Accessories Men's
Z9 <input type="checkbox"/> Activewear
Z8 <input type="checkbox"/> Belts
Z7 <input type="checkbox"/> Big & Tall
Z6 <input type="checkbox"/> Blouses
Z5 <input type="checkbox"/> Bodywear
41 <input type="checkbox"/> Boutique
Z3 <input type="checkbox"/> Bridal-Wedding
Z2 <input type="checkbox"/> Buying Offices
Z4 <input type="checkbox"/> Children's Clothing
B2 <input type="checkbox"/> Children's Lic. Products
N3 <input type="checkbox"/> Clothing Boutiques
Z1 <input type="checkbox"/> Clothing Stores
Z0 <input type="checkbox"/> Coats - Jackets
12 <input type="checkbox"/> College Stores
B7 <input type="checkbox"/> Department Stores
Y9 <input type="checkbox"/> Designer
B9 <input type="checkbox"/> Discount Stores
Y8 <input type="checkbox"/> Dresses
Y7 <input type="checkbox"/> Eveningwear
Y6 <input type="checkbox"/> Family Clothing Stores | Class of Trade
29 <input type="checkbox"/> Fashion Jewelry
E4 <input type="checkbox"/> Footwear
24 <input type="checkbox"/> Gift
Y4 <input type="checkbox"/> Golf Apparel
Y6 <input type="checkbox"/> Golf Pro Shops
J9 <input type="checkbox"/> Gun Shops/Fishing
Y3 <input type="checkbox"/> Handbags
Y2 <input type="checkbox"/> Hats/Caps
Y1 <input type="checkbox"/> Hosiery/Socks
49 <input type="checkbox"/> Hotel/Resorts
C9 <input type="checkbox"/> Infant/Toddler
Y0 <input type="checkbox"/> Jeans/Denim
E1 <input type="checkbox"/> Jobbers
X9 <input type="checkbox"/> Jogging/Sweats
X8 <input type="checkbox"/> Juniors
X7 <input type="checkbox"/> Kids Stores
X6 <input type="checkbox"/> Knitwear
X5 <input type="checkbox"/> Large/Plus Sizes
X4 <input type="checkbox"/> Leatherwear
99 <input type="checkbox"/> Licensed Sports
G5 <input type="checkbox"/> Lingerie
30 <input type="checkbox"/> Mail Order Catalog | Class of Trade
X3 <input type="checkbox"/> Missy
X2 <input type="checkbox"/> Maternity
X1 <input type="checkbox"/> Mass Merch Stores
Q4 <input type="checkbox"/> Men's Apparel
54 <input type="checkbox"/> Museum Stores
X0 <input type="checkbox"/> Outerwear
W9 <input type="checkbox"/> Pants
W8 <input type="checkbox"/> Premiums
W7 <input type="checkbox"/> Private Label
W6 <input type="checkbox"/> Rainwear
E2 <input type="checkbox"/> Resort/Tourist Shops
U6 <input type="checkbox"/> Resortwear
W5 <input type="checkbox"/> Robes
W4 <input type="checkbox"/> Scarves
W3 <input type="checkbox"/> Shirts
K2 <input type="checkbox"/> Ski Shops
W2 <input type="checkbox"/> Skiwear
W1 <input type="checkbox"/> Sleepwear
W0 <input type="checkbox"/> Small Leather Goods
V9 <input type="checkbox"/> Special Occasion
V8 <input type="checkbox"/> Specialty Chains
P2 <input type="checkbox"/> Sporting Gds Apparel | Class of Trade
61 <input type="checkbox"/> Sporting Goods Stores
V7 <input type="checkbox"/> Sportswear
V6 <input type="checkbox"/> Street/Club
V5 <input type="checkbox"/> Suits
A3 <input type="checkbox"/> Sunglasses
V4 <input type="checkbox"/> Sweaters
V3 <input type="checkbox"/> Swim/Beach
66 <input type="checkbox"/> T-Shirts
K5 <input type="checkbox"/> Team Sports
V2 <input type="checkbox"/> Ties
V1 <input type="checkbox"/> Tops
V0 <input type="checkbox"/> Traditional
U9 <input type="checkbox"/> Updated/Contemporary
U8 <input type="checkbox"/> Underwear
U7 <input type="checkbox"/> Uniforms
F0 <input type="checkbox"/> Wholesale Clubs
F1 <input type="checkbox"/> Wholesale Dist.
Y5 <input type="checkbox"/> Westernwear
Q3 <input type="checkbox"/> Women's Apparel
U4 <input type="checkbox"/> Young Men
<input type="checkbox"/> A _____
<input type="checkbox"/> B _____
<input type="checkbox"/> C _____ |
|---|---|--|---|

LIST THE NUMBERS, IN ORDER OF THE TOP 8 CLASSES OF TRADE YOU COVER BEST:

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____

LINES/LABELS REPRESENTED:

Please list your top 10 lines, classes of trade and years you have represented them.

THIS INFORMATION IS CONFIDENTIAL AND SHARED ONLY WITH COMPATIBLE MANUFACTURERS

Line	Class of Trade	YRS	Line	Class of Trade	YRS
1. [_____]	[_____]	[_____]	6. [_____]	[_____]	[_____]
2. [_____]	[_____]	[_____]	7. [_____]	[_____]	[_____]
3. [_____]	[_____]	[_____]	8. [_____]	[_____]	[_____]
4. [_____]	[_____]	[_____]	9. [_____]	[_____]	[_____]
5. [_____]	[_____]	[_____]	10. [_____]	[_____]	[_____]

Please mail or fax to our office at:



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