New Product/ Range Presentation Checklist

The National Category Manager will use this checklist as a basis for determining whether an interview will be required.

This checklist is a guide to help prepare you for your interview with the National Category Manager. Ensure you have considered all items listed below, as you may be asked to discuss them in the interview.

NEW LINE [   ]   RANGE EXTENSION [   ]

Vendor Name:

Vendor Number: (If applicable)

States to be considered for ranging:

VIC [ ]   NSW [ ]   QLD [ ]   WA [ ]

SA [ ]   TAS [ ]   NT [ ]

Submission Date:

Product: (Include brand, description, weight, size)

ITEM	DETAILS TO PROVIDE	COMPLETED
Sample provided	• Submit sample to National Category Manager prior to interview	
Product Duplication	• Is the product a duplication of anything ranged by Australia Post? • Is the product unique?	
Other carriers of product	• Is the product or line range by other retailers? • If yes, how is it performing, locally, globally?	
Estimated profit dollars it will bring to the category on a six month basis	$	
Source of supply	• Warehouse • Direct to Stores	
Category relevance	How does the product fit within current Australia Post categories?	
Shrinkage	Are there potential shrinkage issues?	

Supply Unit of Measure	Units per carton:	
Cost (excluding GST) per Unit per Carton	$	
Recommended Sell Price	$	
Gross Profit Margin (excluding GST)	$ _____ and %	
Ranging	• Brand new line to market: YES/ NO • Existing: where is it currently ranged? • Current sales per store per week where ranged:	
In-store support/ merchandising	Will you provide any? YES/ NO	
Ability to action National Product Recall	YES/ NO	
Consumer Research	• Has the product been consumer researched? • What kind of research? • What were the results?	
Marketing and Media Support	• New Line launch date • Media spend: $ _____ • Spend period: _____ • Media/ marketing vehicle _____ _____ _____ • Exclusive Australia Post promotion: YES/ NO • Timing: _____ • Details: _____ _____ _____	