

All information provided below is held in strict confidence and is used to determine what method(s) we can use to best accommodate your company's strategy and growth.

In order to research and develop a successful market strategy for your brand, we need thorough information from you. At least three weeks prior to the scheduled Revenue Roadmap™ meeting, please submit the following to BPRMG and answer all of the questions below.

Items we need prior to our in person meeting

- 1) Current P&L and balance sheet
- 2) Inventory on hand by sku (that you currently are carrying)
- 3) COGS and/or bill of materials for each SKU
- 4) Organizational chart – specifically, who does what in the business?
- 5) Ranking of best selling to least performing sku's by dollar or by unit
- 6) A list of SKU's suggested retail/wholesale price (a price sheet – preferably with photos of each product is sufficient)
- 7) Current sales collateral (and product samples in current packaging)
- 8) Product development calendar or plan – if you have one
- 9) Marketing materials you use to drive the business – newsletter, email blasts, VIP customer mailings, etc.

Please define the top 3 company objectives/goals for 2009 as you understand them?

- 1.
- 2.
- 3.

Please define the top 3 company objectives/goals for 2010 as you understand them?

- 1.
- 2.
- 3.

What are the biggest challenges that you see in achieving the objectives you have outlined above (from the vantage point of the present moment)? (Be specific)

- 1.
- 2.
- 3.

What are three benchmarks that define success at the close of 2011? (Be specific)

- 1.
- 2.
- 3.

Revenue Roadmap™ Questionnaire

- 1. Please list of the management team's business performance expectations along with a timeline or date by which goals are anticipated to be met**
 - a. Example: Revenue goal of \$8.5 million by 2009 at a gross margin of 55%
 - b. Example: Increase in retailer door count from 150 doors to 190 doors by June 2009
 - c. Example: A steady annual rate of company growth of 10% by 2010 with an average increase in company revenue by \$4.5 million at year end 2010
- 2. Business Objectives/Timeline Expected to Completion:**
 - 1.
 - 2.
 - 3.
- 3. A list of current retail partners and approximate number of doors of each**
- 4. An indication of best-selling SKU's: the top sellers and by what percentage of company revenue**
- 5. Any recent press coverage on the brand (within last 6 months) and which SKUS are getting the most press**

6. **Answers to the following questions:**
- a. Within the most significant revenue producing retail partners, where is the product located on the floor (be specific)?
 - b. What is the current space and location on the selling floor in the most prominent retail partner locations?
 - i. Endcap
 - ii. Counter
 - iii. Bay
 - iv. Étagère
 - v. Vendor supplied fixture
 - vi. Hanging space (pegged)
 - vii. At register
 - viii. In planogram

7. **What retailers does the client think the brand belongs in the retail marketplace and is currently not sold?**

- 1.
- 2.
- 3.
- 4.

8. **What constraints are found in each specific tier/retailer/buying area that would cause potential issues for the business at retail? Please list out all constraints or issues the brand has faced with expanding retail distribution.**

- 1.
- 2.
- 3.
- 4.

9. **What is the current international distribution? Please list any current distributor partners/countries.**

BUSINESS STRUCTURE WITH YOUR RETAIL PARTNERS:

What is your current primary channel of distribution? What channel does 80% of the revenue come from? Please list them... (direct sales, boutiques & independents, spas, tier 1 chain retail, tier 2 chain retail, mass, chain drug, beauty supply, web). If the brand is not currently in distribution what is the channel is that you believe would be the brand's target.



1. Describe the typical terms of sale:

What is the average mark up offered to retailers?

Promotional allowance or discounts – what does the company offer to the retailers? Please be specific.

2. Are the current business guidelines, policies and procedures in place satisfactorily serving the business?

Sales agreements
Terms of sale
Commission structure for sales people
Customer discounts
Rep and showroom contracts

3. Rate the business growth (in sales dollars) from the prior year to this year (circle one)

very poor, somewhat unsatisfactory, about average, very satisfactory, superior

4. Rate profitability (net margin vs. sales income) from the prior year to this year (circle one)

very poor, somewhat unsatisfactory, about average, very satisfactory, superior

5. What is the average gross profit per in the best selling product?

6. Give a history in % of business increases / decreases over the past three years (average) year over year in sales income

7. How is the company financed? Please elaborate and (circle one)

receivables, self financed, investor financing, publicly traded

8. Is the company in a strong capital position to reach management's growth objectives or does the company's growth suffer from being under capitalized?

- 9. If the company is under capitalized to reach current objectives, is the management team personally positioned to sustain a loss or breakeven for three consecutive years while building the brand?**

MARKETING

- 1. Is the brand marketed or advertised in any national way?**

If so, how and where? (PR firm, advertising, direct mail, regional outreach)

- 2. Describe the marketing objective for the company?**

What are the specific challenges in regard to sales strategy, revenue, retail placement, driving sales in existing distribution or marketing -- please list at least five points and prioritize them from most important to least important.

- 1.
- 2.
- 3.
- 4.

NEEDS ASSESSMENT -- PLEASE CIRCLE ONE OR MORE OF THE BELOW:

In your opinion, do you think that one of the below areas is particularly challenging to the business at this stage?

Forecasting sales for the following year? YES NO

Brand development and positioning? YES NO

Increasing profitability based on current sales strategy? YES NO



Driving down costs to increase profitability? YES NO

Retailer contacts and outreach? YES NO

**Please circle the greatest concern or area of improvement at this stage
(please circle more than one if appropriate)**

Operations (includes logistics, EDI, warehouse, sourcing)
Sales (includes sales to a particular channel, sales development, in-store promotions, in-store sales support, boutique development, merchandising development, space and location strategy)
Training and merchandising
Marketing and PR
Brand development and direction
Inventory management,
Forecasting and projecting
Financials (cash flow and cash management)

SALES

1. Does the company attend any tradeshows as an exhibitor?

YES NO

2. If so, which ones and how often?

3. Are tradeshows producing the type of results you are looking for?

4. What systems or documents do you currently have in place to track sales at retail?

5. Describe your current primary sales network (reps, account executives, internal sales people, and/or distributors)



6. Does the company have any 'House' or major chain retailer accounts?

YES NO

7. If so, who are they?

8. Does the company need assistance with retail STRATEGY to Key Accounts to drive sales?

YES NO

9. Does the company currently have a sales manager? If so, how long have they worked for the company and is the company satisfied with their performance?

YES NO

10. Does the company have a Key Accounts manager? If so, how long have they worked for the company and is the company happy with their performance?

YES NO

11. Are the current sales tools satisfactory for the sales team to be effective?

YES NO

12. Has the brand been featured on a electronic retailer? (HSN, QVC, Shop NBC)

13. If so, what was the average dollars sold per minute?



EXIT STRATEGY FOR THE BUSINESS

1. Where does management expect to see the business in 5 years from today – what is the ultimate ‘exit’ strategy?

1. Sell the business to another company
2. Grow the business and pass down to generations to come
3. Sell the business to an investor (buyout)

Please elaborate

2. What is the timeline by which the company would like to reach this objective?

Please attach or fax any catalogs, price lists, order forms provided to retailers

Thank you! We are looking forward to reviewing this together and determining the best strategy to move forward.