

# *Bashas'*

## **Supplier Proposal Packet**

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## **Welcome**

Thank you for your interest in becoming a partner with the Bashas' family of stores. You have just taken the first step in developing a potential life long business partner with one of the leading grocery retailers in the state of Arizona. Please take a few minutes to review the information provided, and familiarize yourself with the process behind establishing a partnership with Bashas'.

## ***Purpose of the Supplier Proposal Packet***

This packet of information is designed to expedite the process of developing a business partnership with the Bashas' family of stores. The information within contains: a brief introduction to Bashas', our four distinct formats, our policies, business philosophies, and expectations from our suppliers.

## ***What the Supplier Proposal Packet Will Do For You***

Understanding the process of conducting business with Bashas' is the first step in achieving a partnership status. It is important for the potential supplier to understand how their product will align itself within the Bashas' store formats, and equally important for Bashas' to understand how to help the vendor in achieving this alignment.

## ***What Happens Once the Proposal Packet Has Been Completed***

Upon completing the proposal packet, and submitting it to the Bashas' Distribution Center, the packet is forwarded to the appropriate Category Manager. Once the Category Manager reviews the requested information, he/she makes the decision on whether or not to pursue a business relationship. Regardless of the decision made by the Category manager, a verbal or written response, informing you of our decision will be issued within 60 days.

## Bashas' and Its Members

Thousands of Bashas' members have poured labor and love into the company since its founding. Like any family, the personality of Bashas' is a reflection of the quality people who work for and grow with the company. Bashas' has survived the competitive demands of the supermarket industry, because our members are committed to providing quality service and products to our customers. Many members have chosen to remain with Bashas' for decades, which is indicative of a company which inspires loyalty in the people who are at its heart, our members.

### *Bashas' Today*

Bashas' has doubled in size in the last decade. The Bashas' family of stores includes; AJ's Fine Foods, Bashas' Diné, Eddies Country Store, and Food City. The varying formats enable the company to serve niche markets with the appropriate mixture of products and services designed to meet customer needs.

### The Bashas' Family of Stores

## *Bashas'*

**Bashas'** stores are traditional grocery stores emphasizing quality goods and excellence in customer service. The primary retail focus of the stores is to reach out to the immediate neighborhood customer base.



**AJ's Fine Foods** stores are gourmet and upscale specialty stores catering to discriminating tastes. The stores feature chef-prepared entrees, an extensive wine collection with knowledgeable cellar staff, fully stocked humidors, specialty baked goods, and the highest levels of customer service and attention to detail.



**Food City**, with a 50-year reputation for service to the Hispanic community in Phoenix, was purchased by Bashas' in 1993 and continues with its mission unchanged. Since acquiring the original Food City store, several Bashas' stores have been converted to this format to better meet the changing needs of their surrounding communities. Food City offers a full range of ethnic and Hispanic food varieties.



**Diné Markets**, The Bashas' Diné Markets are located on the Navajo Reservation in Arizona. They specialize in the needs of the Navajo customer with products such as mutton, wool, and Blue Bird flour for fry bread. Signs in the store are in the native language.

## Required Information

To develop a business relationship with Bashas', potential suppliers must follow the steps below. Upon receipt of all requested information, the data will be reviewed and a notification of our decision will be delivered. The following steps will outline how to complete a proposal, and include a list of the information and forms we require.

### *Familiarize Yourself With the Bashas' Family Of Stores*

Understanding the Bashas' customer will allow partners to interpret their needs and indicate how to cater your offerings to better meet those needs. By visiting each distinct format, a whole new medium might reveal itself to you. The Bashas' family of stores reaches out to every community within the state of Arizona.

*The following suggestions may assist future partners in catering their offerings to our formats and customers*

- Visit our web page at [www.Bashas.com](http://www.Bashas.com); there you will find detailed information about our history, community involvement, and other unique offerings.
- Visit each distinct format store and become familiarized with the product assortment and layout of each store.
- Note the appropriate category for your product, and conduct a comparison between similar products within that department.
- Understand the needs of our customer base.

## Complete and Include the Following Information

The following information is necessary to process a partnership request. All information must be submitted in its entirety.

- Completely fill out the supplier questionnaire. (pp. 9)
- Answer the five questions about your product. (pp. 6)
- Submit a photocopy of your liability insurance form. (pp. 6)
- Submit your information from the Uniform Code Council. (pp.6)

### *Product Information*

Any additional information about your product that will help in the decision process is always appreciated. Information to consider includes, and is not limited to the following:

- Product literature.
- Price sheets (including economy of scale break down).
- Samples of product (maximum of two, which become property of Bashas' Inc.)

### *Putting It All Together*

Once all of the information has been assembled, make photo copies of all documents submitted for your records. Check to ensure all required information has been properly completed and supplied. Mail your Supplier Proposal Packet to the following address:

Bashas' Distribution Center  
Attn: Procurement/Vendor Development  
P.O. Box 50000  
Phoenix, AZ 85076

### *Supplier Questionnaire*

In addition to the actual product, and the information supplied about your company, the supplier questionnaire (found on pp. 9) will assist us in making a fair decision with regard to a future business venture. It is important that the entire questionnaire be filled out, and that the information is accurate as well as current.

### *Marketing Information*

Please be sure to include the pertinent marketing information about your product that will help in the decision process. The information should cover the following topics;

1. In what regions of the U.S. is your product currently selling?
2. Who is the target market (including geographic location, age, gender, family size, annual income, etc.)?
3. What other similar products exist in the marketplace?
4. What separates your product from those that are similar?
5. How will demand for your product shift over time?

### *Universal Product Code (UPC)*

Bashas' requires that each product be registered with the Universal Code Council and be assigned a specific UPC number. The UPC number allows us to document and follow the products throughout our entire supply chain. If you haven't already, you must first register your product with the Uniform Code Council. More information about the process can be found on the web at [www.uc-council.org](http://www.uc-council.org)

### *Liability Insurance*

The following insurance requirements must be satisfied in order to conduct business with Bashas' Inc:

- All policies must be written with companies that carry a Best rating of not less than A-VIII
- All policies shall carry a 30 day cancellation notice provision
- Policies shall maintain a primary minimum liability limit of \$1,000,000 and \$3,000,000 minimum underlying limits
- All policies must name Bashas' Inc. as an additional insured

### *Dun & Bradstreet*

It is preferred that any party wishing to do business with Bashas' Inc. be registered with Dun & Bradstreet. The registration number assigned to you by Dun & Bradstreet will be the number Bashas' uses to identify your company for internal purposes, as well as facilitating the Electronic Data Interchange process. More information about Dun & Bradstreet can be found on the web at [www.dnb.com](http://www.dnb.com).

## **If You Become A Supplier**

Once a supplier is approved to do business with Bashas', the following requirements apply.

### ***Electronic Data Interchange (EDI)***

At Bashas', we prefer to communicate with our suppliers via Electronic Data Interchange. The major EDI data sets that Bashas' utilizes the most include but are not limited to; OG875-Grocery Products Purchase Invoice, GP880-Grocery Products Invoice, and FA997-Functional Acknowledgement.

Currently, Bashas' uses Inovis as our EDI provider. Prior to submitting your Vendor Proposal Packet, take a moment to determine whether or not your service is compatible with this provider. Inovis can be reached by calling (800) 607-4334. In the event that you do not have an EDI provider set in place there is another option. For smaller companies without EDI capabilities Bashas' agrees to conduct the transfer of documents and purchase orders via fax machine. We look forward to developing strategic partnerships whenever they arise, and are willing to work together with you to nurture these partnerships.

### ***Lead Time Requirements***

The amount of lead time required on Bashas' behalf varies by category. This issue is one that will be discussed with the category manager in the event that supplier status is granted.

### ***Timely Shipping***

Because of the volatility associated with the retail marketplace, late shipments and/or inaccurate shipments can at times be irreparable when passed on to our consumers. For this reason, we expect our suppliers to ship products in a timely

fashion, and for the order to be accurate and complete.

### ***Industry Knowledge and Integrity***

Throughout the state of Arizona, we are known for our integrity, solid business ethics, innovation, and dedication to quality. We appreciate every partnership we have developed, and are constantly looking for new relationships and opportunities, while continuously refining our existing partnerships.

Bashas' boasts an experienced buying staff with over 300 years of collective buying experience. Each category is assigned to a specific category manager with their own dedicated staff, which allows each department to be flexible and responsive.

### ***Transportation and Logistics***

The procurement department operates out of a centrally located, state of the art distribution center located in Chandler, Arizona. The distribution center spans an impressive 800,000 square feet (approximate), and supports all three major states of operation; dry, frozen, and refrigerated. We currently run and maintain a private trucking fleet, allowing us to make daily deliveries to each of our stores.

### ***Gifts & Gratuities***

Suppliers may donate gifts for charities, non-profit organizations, and fundraisers.

### ***Community Involvement***

The success of Bashas' Markets would not be possible without the support of the community we serve. As a humble way of saying thank-you, Bashas' donates over \$2 million dollars a year to charitable organizations based within Arizona. Cooperation is always appreciated and encouraged from our business partners, and here are a few examples of some of the fundraisers we facilitate.

#### *Something Good*

Something Good is a month of love and sharing. Bashas' partners with KTVK News Channel 3 to promote volunteerism throughout Arizona. This project started in 2002 as a commemoration of September 11<sup>th</sup>. This year, Bashas' will participate in more than 15 different projects during August.

#### *Thanks a Million*

A fundraising opportunity for churches, schools and non-profit groups. Bashas' will give 1% of customer purchases back to a non-profit group designated by the customer. This program runs for eight months out of the year.

#### *Food Drive*

Bashas' hosts an annual food drive to benefit local food banks. In years past it has been held during the holiday season. Partners for this event include Channel 12 News, and the Arizona Republic newspaper. (More than \$14,000 and nearly 60,000 pounds of non-perishable goods were collected in the previous year).

#### *Corporate Donations*

More than \$1 million is given back to the community each year through sponsorships, cash and in-kind donations and in-store fundraising for charities like Special Olympics and MDA.

#### *Bashas' Benefit Golf Tournament*

Bashas' and its vendor partners host an annual golf tournament. More than \$250,000 is given to a designated group of charities each year.

#### *Phoenix Children's Hospital*

Bashas' partners with the Children's Cancer Center at the Phoenix Children's Hospital every holiday season to help raise money for research. Children from the Cancer Center create holiday cards, and Bashas' is the exclusive retail outlet for these special cards. The Holiday Card Project raises money to help the families of children with cancer throughout Arizona.

The aforementioned fundraisers represent a small taste of how Bashas' gives back to the community. Once approved as a vendor, the dedicated category manager will be more than happy to sit down with you and discuss your potential involvement in charity events.



# Supplier Questionnaire

## Company Information & Registration

Company Name: \_\_\_\_\_  
 Web Address: \_\_\_\_\_  
 Corporate Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Telephone: ( ) \_\_\_\_\_ Fax: \_\_\_\_\_  
 Account Rep: \_\_\_\_\_  
 Account Rep Tel: ( ) \_\_\_\_\_ Fax: \_\_\_\_\_  
 Acct. Rep E-Mail: \_\_\_\_\_  
 Acct. Rep Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_

Type Of Company: \_\_\_\_\_ Manufacturer:  Broker:  Distributor:   
 UCC Membership Number: \_\_\_\_\_  
 DUNS Registration Number: \_\_\_\_\_  
 Electronic Data Interchange (EDI): \_\_\_\_\_ No:  Yes:  Provider: \_\_\_\_\_  
 EDI Communication ID: \_\_\_\_\_ EDI-ID Qualifier: \_\_\_\_\_  
 EDI Coordinator: \_\_\_\_\_  
 EDI Coordinator Phone #: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
 ISO 9000 Certification: \_\_\_\_\_ No:  Yes:  Year Certified: \_\_\_\_\_  
 Transfer Funds Via: \_\_\_\_\_ Check:  EFT:

## Marketing & Product Information

Top 3 Accounts In Arizona With Product(s):  
 1) \_\_\_\_\_  
 2) \_\_\_\_\_  
 3) \_\_\_\_\_  
 Product Sales For Past 3 Years:  
 Year 1: \_\_\_\_\_  
 Year 2: \_\_\_\_\_  
 Year 3: \_\_\_\_\_  
 Last 3 Years Promotional Budget:  
 Year 1: \_\_\_\_\_  
 Year 2: \_\_\_\_\_  
 Year 3: \_\_\_\_\_  
 This Years Budget: \_\_\_\_\_  
 Additional Comments: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Target Format With Bashas: Bashas:  Food City:  A.J.'s:  Dine:   
 Product Category: (Place an "x" by the category that best describes your product)  
 Ice Cream Cones & Toppings:  Fresh Service Deli:  Non Foods (Promotional):   
 Direct Store Delivery (DSD):  Liquor & Tobacco:  Health and Beauty Care:   
 Canned Goods & Spreads:  Spices & Stuffing:  Packaged & Bulk Meats:   
 Salad Dressing & CROUTONS:  Prepared Dinners:  Soda, Candy & Snacks:   
 Juices & Powdered Drinks:  Fresh Bakery:  Granola & Snack Bars:   
 Picnic & Outdoor Cooking:  Bottled Water:  Dairy & Frozen Foods:   
 Pasta & Pasta Sauce:  Condiments:  Household Cleaning:   
 Ethnic Mexican Food:  Cereals:  Non Foods (In-Line):   
 Baking Needs:  Produce:  Shortening & Oil:   
 Rice Mixes:  Eggs:  MRO Supplies:   
 \*\*If Other, Please Specify The Category: \_\_\_\_\_  
 Brief Description of Category: \_\_\_\_\_