

After you have completed this application form, please email it to newaccounts@mdbmail.com

Getting to Know You...Getting to Know All About You

NAME OF THE STORE _____ YEARS IN BUSINESS : _____

NAME OF THE OWNER /BUYER _____ OWNER BUYER

We want your digits! _____

PRIMARY ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE NUMBER _____ EMAIL _____ FAX _____

CUSTOMER SERVICE NUMBER _____

ADDITIONAL LOCATION ADDRESS _____ CITY _____ STATE _____ ZIP _____

ADDITIONAL LOCATION ADDRESS _____ CITY _____ STATE _____ ZIP _____

Nice, now how would you describe yourself. _____

BUYING GROUP AFFILIATION (IF ANY) _____ HOW WERE YOU REFERED TO US _____

WHO ARE YOUR PRIMARY CRIB SUPPLIERS ? _____ WHO IS YOUR PRIMARY COMPETITOR _____

OF EMPLOYEES / ANNUAL RETAIL REVENUE HOW MANY BRANDS DO YOU SELL ?
 # OF EMPLOYEES PER SHIFT

We're really looking for a healthy relationship. _____

DESCRIBE YOUR LARGEST DISSATISFACTION WITH CURRENT FURNITURE SUPPLIERS . _____

WHICH BRAND (S) ARE YOU INTERESTED IN:  **Million Dollar Baby**  Nurseryworks  **babytetto**  **DAVINCI**

WHY ARE YOU MOST EXCITED TO DO BUSINESS WITH US ? _____



**Retailer
Application
Form**

So what's your house like? And who comes to visit?

AVE. SIZE OF YOUR SHOWROOM
(IN SQUARE FEET)

AVE. SIZE OF INVENTORY SPACE
(IN SQUARE FEET)

PERCENTAGE OF IN STOCK VS. OUT
OF STOCK ITEMS

AVE. MONTHLY CUSTOMER TRAFFIC

AVERAGE ECONOMIC PROFILE OF YOUR CUSTOMER BASE : affluent moderate low income

HOW MUCH DOES YOUR
AVERAGE CUSTOMER SPEND

WHAT ARE YOUR TOP SELLING CRIBS

IF YOU CURRENTLY SPEND ON ADVERTISEMENTS ,
WHICH ONES DO YOU SPEND ON :

newspapers

billboards

online

mailers

other

And what about a little e-connection?

WHAT IS THE NAME AND URL OF YOUR WEBSITE

AVE. MONTHLY TRAFFIC TO YOUR WEBSITE

ANNUAL RETAIL REVENUE FROM WEBSITE

CONVERSION RATE

TOOLS /SERVICES USED TO DRIVE TRAFFIC TO YOUR SITE

DO YOU : sell the same products
online and in store offer web exclusive items

WHAT ARE YOUR TOP SELLING CRIBS ONLINE

IS YOUR BUSINESS ON ANY SOCIAL MEDIA SITE (FACEBOOK , TWITTER , ETC .)

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