



## New Online Store.

### Objectives for Implementing Store.

PLEASE RANK THE FOLLOWING IN ORDER OF IMPORTANCE OF YOUR COMPANY. USE ALL 6 OR 7 NUMBERS. (EX. THE NO. 1 WILL ONLY BE SELECTED FOR ONE ITEM)

1 2 3 4 5 6 7

**Your Logo.**  
ENSURE PROPER USE AND CONSISTENCY OF YOUR CORPORATE LOGO.

1 2 3 4 5 6 7

**Generate Revenue.**

1 2 3 4 5 6 7

**Purchasing Power.**  
MAXIMIZE PURCHASING POWER OF PROMOTIONAL PRODUCTS THROUGH ORGANIZATION.

1 2 3 4 5 6 7

**Quick Delivery.**  
PROVIDE THE QUICKEST POSSIBLE DELIVERY OF PROMOTIONAL PRODUCTS TO REGIONS, BRANCHES, EMPLOYEES, ETC.

1 2 3 4 5 6 7

**Home Office Control.**  
INCREASE HOME OFFICE CONTROL OF PURCHASE & USE OF AD SPECIALTY ITEMS BY BRANCHES/ ASSOCIATES.

1 2 3 4 5 6 7

**Other.**

1 2 3 4 5 6 7

**Personal Purchase.**  
MAKE PRODUCTS AVAILABLE FOR PERSONAL PURCHASE BY EMPLOYEES (EMPLOYEE STORE).

### Your Target Audience.

PLEASE IDENTIFY THE TARGET AUDIENCE FOR THE ONLINE STORE PROGRAM.

### Store Utilization.

PLEASE RANK THE FOLLOWING USES FOR AN ONLINE STORE IN ORDER OF IMPORTANCE TO YOUR COMPANY. USE ALL 7 OR 8 NUMBERS. (EX. THE NO. 1 WILL ONLY BE SELECTED FOR ONE ITEM)

1 2 3 4 5 6 7 8

**General Promotional Use.**

1 2 3 4 5 6 7 8

**Sales Incentives.**

1 2 3 4 5 6 7 8

**Gifts.**

1 2 3 4 5 6 7 8

**Recognition Awards.**

1 2 3 4 5 6 7 8

**Personal Purchase.**

1 2 3 4 5 6 7 8

**Safety Program.**

1 2 3 4 5 6 7 8

**Trade Show Promotion.**

1 2 3 4 5 6 7 8

**Other.**

Y

**Pre-existing Merchandise.**  
IS THERE ANY PRE-EXISTING MERCHANDISE FOR THIS PROGRAM?

N

Y

**Assume Inventory.**  
WOULD GEIGER BE EXPECTED TO ASSUME ANY OR ALL OF THIS INVENTORY?

N

**Promote.**  
HOW DO YOU PLAN TO PROMOTE THIS PROGRAM?

**THANK YOU**

FOR COMPLETING THIS EVALUATION.

PLEASE RETURN COMPLETED FORM TO:

■ CHRIS MCKEE

E-MAIL: cmckee@geiger.com

■ RACHELLE POWER

E-MAIL: rpower@geiger.com

