[NEW CUSTOMER] PROCESS

UnAvailable®

INTIAL KEY POINTS
- Product type
- Projections
- Target FOBs
- Key Dates
- Seasonality

YES

SHARE [UA] RESOURCES
- Company Profile
- Sustainability
- Social Media Links
- Product
- New Customer Infographic

ARRANGE CALL
- Share meeting link

BRAND RESEARCH
- About brand
- Year Founded
- [UA] start date
- Team size
- Office location
- Country
- Store Type/Location
- All product
- RRP average price point
- Average margin target
- Instagram followers
- Type of brand
- Values/Personality

END USER
- Gender
- Age
- Location
- Interests
- Lotalty

QUESTIONNAIRE
Share Link
1. About
2. Standards
3. Environment
4. Timeline

CUSTOMER SCORE POINT SYSTEM

YES

CUSTOMER DATABASE
- Team Structure
- DHL Account No
- Shipping Address
- Office Location

AGREEMENT
- Custom Registration Form
- [UA] Supplier Contract Form
- Commitment/Forecast: Time, resources, % capacity

CLIENT HANDBOOK

SEND TO FINANCE
- Payment Terms
- Shipping tolerances
- Financial check

COSTING EXERCISE

APPROVED

SEND DEVELOPMENT BOX

PROCEED TO DEVELOPMENT

INTRODUCTION CALL
- Share Meeting links

MAP OUT PROCESS
- Critical Path
- Production

PROCEED SAMPLING

APPROVED

PO RECEIVED

INTRODUCE TO COMMERCIAL TEAM

PROCEED PRODUCTION

① **6-MONTH REVIEW**

② **12-MONTH REVIEW**

Innovation | Development | Commercial

[UA]

CREATING AN IMPACT THAT MATTERS