

# CEO/COO Company Profile

Please fill out and fax to  
Dana Neill  
Fax: 202-659-2170  
Or email at dneil@naw.org

## General Information

First Name: (Required)

Last Name: (Required)

Title: (Required)

Company Name: (Required)

Company Address 1: (Required)

Company Address 2:

Company City: (Required)

Company State:

Company Zip: (Required)

Company Phone (10 digits): (Required)

Company Fax (10 digits): (Required)

Email Address: (Required)

Website Address:

# Employees:

Are you an NAW member?

Subsidiaries/Divisions/Parent:

Primary Product Lines (i.e. electrical, hvac) in order of volume: (Required)

Wholesaler-Distributor trade associations in which you hold membership:

Annual Sales Volume

Ownership (circle one):

Public

Private

ESOP

Coop

Briefly describe your customer base:

What are the major challenges you will face in the year to come.:

To facilitate breakout sessions, please list your major competitors.:

## Specific Info

Total number of locations:

Number of distribution centers:

Average number of orders shipped daily:

Percent of annual employee turnover:

Average annual sales per employee:

Number of customers:

Average gross margin (circle one):

0-5%

6-10%

11-15%

16-20%

21-30%

31% +

Net margins before taxes as a percent of sales (circle one):

0-1%

1.1-2%

2.1-3%

3.1-4%

4.1% +

Number of suppliers:

Number of SKUs:

Average order size:

Average line items per order:

Average gross margin per employee:

Inventory turns per year:

Do you have inside sales people?:

If yes, what percentage of total sales force is inside?:

By what percent have your sales grown by acquisition over the last 12 months?:

By what percent have your sales grown by internal growth over the last 12 months?:

What percent of your annual sales is ecommerce/internet born (circle one)?:

- 1%
- 1-3%
- 4-5%
- 6-10%
- 10-25%

Does your website or homepage include your catalog?: yes or no

Does your company perform light manufacturing or assembly?: yes or no

Do you use RFID currently?: yes or no

If not, will you be installing RFID in your facilities in the next 18 months?: yes or no

Does your company use an Enterprise Resource Planning (ERP) system (circle one)?:

- Yes – fully integrated system live today
- Yes – partial implementation live today
- No – current project under way
- No – not using or implementing

If yes, what ERP package do you use? (Check all that apply)  Lawson  SAP  
 Oracle/Peoplesoft/JD Edwards  Other (please specify)

If not currently using ERP, are you considering an ERP system in the near future (12-24 months)?: yes or no

Is your company involved in any formal benchmarking program?: yes or no

Your purchasing is  Centralized  Decentralized

Does your company use bar coding in  Receiving  Shipping  Not Applicable

Does your company use EDI with  Suppliers  Customers  Not Applicable

Check each major application you have using EDP  Purchasing  Logistics  Online Order Entry  
 Inventory Management  Executive Information System