



# Sam's Club Product Proposal

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## Note to Suppliers:

- Thank you for your collaboration to help make Sam's Club great for its Members. You are strongly encouraged to visit at least one Sam's Club to be aware of our products and packaging.
- The way you package your presentations not only facilitates a more productive conversation, but also helps our buying teams make better, more timely decisions.
- As you can imagine, the Sam's Club buying teams receive a multitude of presentations each week from a variety of sources.

## Key Rules of Thumb:

- Presentations should be delivered in a single deck that is stapled with a cover sheet that includes the date.
- Sell stories should be comprehensive. Required information can be found in this document.
- All presentations sent to Sam's Club should contain a signature line with your name and phone number.

# Sam's Club Product Proposal



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**Submitted By:**

**Office Phone:**

**Cell Phone:**

**Email:**



**Insert product image here.  
(front)**

<b>Item Description:</b>	Write brief description of item. (ex. key selling points, flavors, etc).		
<b>Item Rationale:</b>			
<b>Suggested Retail Price:</b>	\$ <input type="text"/>	<b>Item Cost:</b>	\$ <input type="text"/>
<b>Sam's Margin:</b>	<input type="text"/> %	<b>Cost / Ounce:</b>	\$ <input type="text"/>
<b>Club Count:</b>	<input type="text"/>	<b>In-Club Date:</b>	<input type="text"/>
<b>Value to Mass:</b>	<input type="text"/> % or N/A	<b>Value to Club:</b>	<input type="text"/> % or N/A
<b>Value to Grocery:</b>	<input type="text"/> % or N/A	<b>Value to C-Store:</b>	<input type="text"/> % or N/A



### Item Images

Please add clearly visible images of the products. If the product is covered by the packaging, add images of the product in and out of the packaging.

**Insert product image here.  
(front)**

**Insert product image here.  
(back)**

**Insert product  
image here.  
(right-facing)**

**Insert product  
image here.  
(left-facing)**



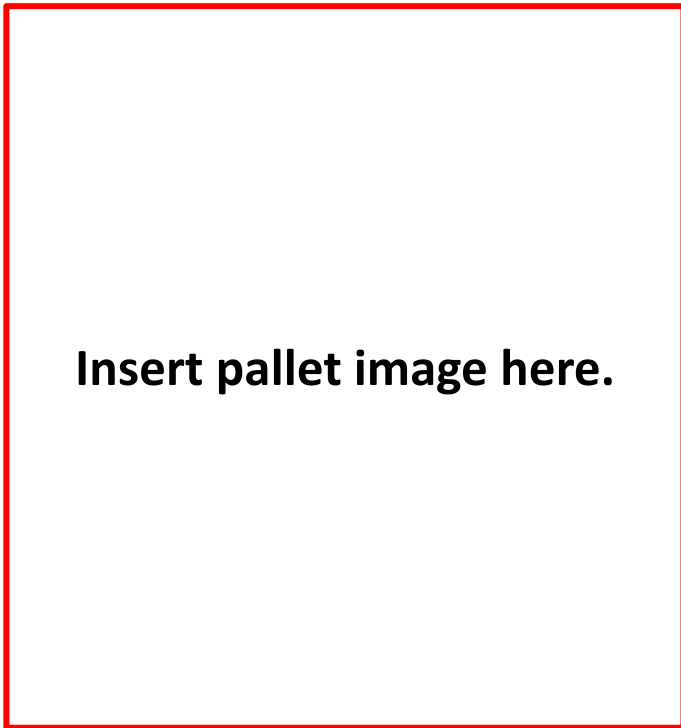
**Additional Item Images (if applicable)**

**Insert image here.  
(front of secondary  
packaging-club-pack)**

**Insert image here.  
(back of secondary  
packaging-club pack)**

**Insert pdq  
image here  
(if applicable)**

# Pallet Detail



Insert an image of the pallet configuration. If the item has a PDQ tray, include a picture of the PDQ. If you are proposing a pallet skirt, please add a picture of the graphics (flat all sides and a 3-D image of the pallet with skirt)

Packaging Details			
Primary Package:	<input type="text"/>		
Club Pack:	<input type="text"/>		
Pallet Details & Configuration			
Pallet Size:	<input type="text"/>	Cases Per Layer:	<input type="text"/>
Units Per Case:	<input type="text"/>	Layers High:	<input type="text"/>
Cases Per Pallet	<input type="text"/>	Pallets per Truckload:	<input type="text"/>
PDQ Details (if applicable)			
PDQ Per Pallet:	<input type="text"/>	Units Per PDQ:	<input type="text"/>
Shipping Details			
Shipping method:	<input type="text"/>		

# Additional Information

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- Include any additional information that might be relevant to your sell story.