



Sam's Club Product Proposal

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 prior to the summit to be aware of our products and packaging.
- As you can imagine, the Sam's Club buying teams receive a multitude of presentations each week from a variety of sources.
- The way you package your presentations not only facilitates a more productive conversation, but also helps our buying teams make better, more timely decisions.

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.
 - Information needed to present your item(s) for consideration can be found in the attached deck.
- All presentations sent to Sam's Club should contain a Signature Line with your name, and phone number.

Sam's Club Product Proposal



Submitted By:

Office Phone:

Cell Phone:

Email:

Type Item Name Here



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

Item Description:	Write brief description of item. (ex. key selling points, flavors, etc).		
Item Rationale:	Why does SC need the item? (ex. Hole in portfolio? Productivity? Member value?, etc.) Why is this item relevant to our member? (ex. Current trend? Regional preference?, etc.)		
Suggested Retail Price:	\$	Item Cost:	\$
Sam's Margin:	%	Cost / Ounce:	\$
Club Count:		In-Club Date:	<input style="width: 100px; height: 20px;" type="text"/>
Value to Mass:	% or N/A	Value to Club:	% or N/A
Value to Grocery:	% or N/A	Value to C-Store:	% or N/A

Type Item Name Here



Item Images

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

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

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

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

Type Product Name Here



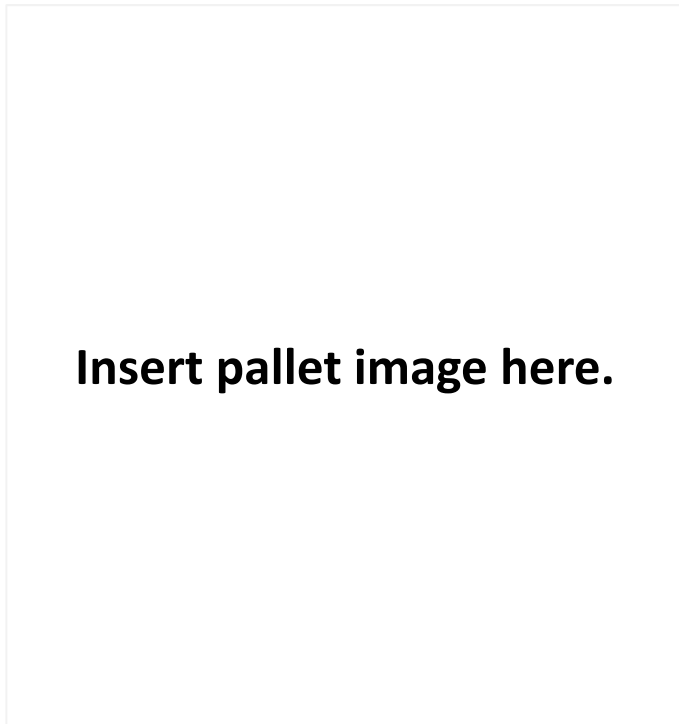
Additional Item Images (if applicable)

**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



Packaging Details	
Primary Package:	Describe primary package (ex. type, size, etc.) <input style="width: 95%; height: 20px;" type="text"/>
Club Pack:	Description of club package (ex. type, size, etc.) <input style="width: 95%; height: 20px;" type="text"/>
Pallet Details & Configuration	
Pallet Size: <input style="width: 40px; height: 20px;" type="text"/> <input style="width: 40px; height: 20px;" type="text"/> HxWxD <input style="width: 40px; height: 20px;" type="text"/> lbs.	Cases Per Layer: <input style="width: 60px; height: 20px;" type="text"/>
Units Per Case: <input style="width: 60px; height: 20px;" type="text"/>	Layers High: <input style="width: 60px; height: 20px;" type="text"/>
Cases Per Pallet: <input style="width: 60px; height: 20px;" type="text"/>	Pallets per Truckload: <input style="width: 60px; height: 20px;" type="text"/>
PDQ Details (if applicable)	
PDQ Per Pallet: <input style="width: 60px; height: 20px;" type="text"/>	Units Per PDQ: <input style="width: 60px; height: 20px;" type="text"/>
Shipping Details	
Shipping method:	How will product arrive in club? (ex. DSD, direct-to-club, collect, pre-paid, etc.) <input style="width: 95%; height: 30px;" type="text"/>

Additional Information



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