

COMMERCIAL GUIDE

Introduction:

The Commercial Guide gives current and prospective suppliers to 3663 a summary of [general requirements from suppliers](#), the [new line listing process](#) and [ongoing support](#) required to generate sales. It should be read in conjunction with the Supply Chain and QA Guides.

Note that the guide is a summary only. Specific details will be discussed and agreed with your 3663 Commercial contacts.

3663 Commercial includes Buying, Marketing and Financial Departments.

- The Buying Department is responsible for managing the product range, sourcing products and all aspects of the commercial agreement with the supplier.
- The Marketing Department is responsible for managing communication with 3663's customers, via the Price List, Marketplace monthly newsletter, which also includes promotional activity.
- The [Financial Department](#) is responsible for payment of supplier invoices.

Click here for Buying Department Structures ([Ambient/Non Foods](#) and [Frozen, Chilled and Fresh](#)).

General Requirements from 3663 Suppliers

If your company wants to be a 3663 supplier, there are certain minimum requirements to be met, summarised below. Suppliers who work closely with 3663 will significantly increase their chances of achieving strong sales volumes.

- **Dedicated Account Manager:** to act as point of contact for all commercial dealings with 3663, including negotiation of prices and the overall commercial package, including advertising and promotional activity. The Account Manager will communicate regularly with their 3663 Buying and Marketing contacts, to assess sales performance and make recommendations for activity to maintain and increase sales levels.
- **Drive sales throughout 3663:** a product listing ensures that the product will be available for purchase from 3663. The supplier is responsible for investment in depot and end user activity which will increase product sales. Specific activity can be discussed with your 3663 buying contact.
- **Price List:** a complete price list of on-list (own brand and branded) lines is published regularly and sent to 3663's customers. The price list provides an invaluable reference document of the complete product range, and also includes product advertising and hints and tips for caterers. It is an important awareness tool which suppliers can use to increase visibility and sales of their products.

- **Promotional Activity:** 3663 Marketing publishes a monthly promotional leaflet, called Marketplace, which generates significant incremental sales for featured products. Suppliers are expected to feature their products in Marketplace regularly, with either advertorial or promotional activity or both. The full cost of features in Marketplace is funded by the supplier, and the frequency with which products appear can be discussed with your buying contact.
- **Information:** it is always useful if suppliers can provide 3663 with information about general market conditions and initiatives which may affect sales, and new product developments. [Top of document:](#)

Summary of New Line Listing Process:

If you are a new supplier, you should first read this guide, together with the [Supply Chain](#) and [QA guides](#), to ensure you understand 3663's requirements. If you want to approach 3663 to supply on list products, you will be required to confirm that you have read and accepted all the terms of the guides, by completing the [pre-supply checklist](#) before the buyer will arrange a meeting.

Specifically you will be required to confirm that you have the relevant BRC certification, and up to date HACCP/COSHH (as applicable) processes in place, as well as meeting basic commercial and supply chain practices.

You should email the completed checklist to the correct buying assistant for your products – the email address is on the buying structure organograms ([Ambient/Non Foods](#) and [Frozen, Chilled and Fresh](#)). When you have sent the completed checklist, you should phone the buyer to arrange an initial meeting.

The next stage is to meet the buyer to present your outline proposition. You should have prepared product samples, cost price and suggested selling price, market and category position of your product and the benefits it can bring to 3663 and to the caterer. It is also helpful to know which are the key target market sectors for your products.

Following the initial presentation of your products, the buyer will determine whether they are of interest to 3663. If they are, you will be allocated a password which will enable you to access the full 3663 supplier website. This contains detailed information about supplying 3663, and also copies of all documents for completion and manuals of operating principles and standards, which can be downloaded.

The first stage is **supplier approval**. This requires you to provide detailed information about your commercial terms, supply chain capabilities and QA standards. No products can be supplied until you have been fully approved by 3663, and supplier approval does not guarantee that your products will be listed by 3663.

You will then move to the next stage of detailed product submission. Your detailed proposal will be considered by the Buying team, in conjunction with Marketing and Sales, and you will be advised whether or not they will include the product as part of the range.

If it is decided to include the product in the range, the final product cost product cost should be agreed to include costs such as the use of 3663 consolidation services which you may be required to use, and all detailed product information must be supplied. The Buyer will also advise the timing of adding the product to the range in the price list. A minimum of 6 weeks notice will be given to enable stock to be prepared and delivered into 3663 depots.

Detailed product information is submitted by one of two methods:

- New line form: to provide full information about your products. The new line form enables the supplier to provide all necessary details about their product, including product commercial details, physical properties, packaging, general QA information, and nutritional and allergen detail. This is completed either on the form available on the supplier website, or via UDEX/GS1UK, or
- Completed RFI form if supplier or product selection is via tender or e-auction, used mainly for commodity products

Own brand suppliers also have to complete a product specification form.

Please note that all mandatory information requested on these documents must be supplied to 3663 before the line is listed by 3663.

Timing:

From detailed proposal to decision to stock normally takes up to 6 weeks. There is no fixed period between initial proposal and detailed proposal, as this will depend on factors such as price list issue dates, category reviews and existing contractual commitments. [Top of document:](#)

Ongoing Support During Supply:

If your products are listed in 3663, you will be expected to maintain regular dialogue with your Buying Department contact, and with other departments as advised by the Buyer.

You should monitor sales levels of your products, and propose activity which will assist in increasing sales of your products. This includes advertising, promotions and sales force and depot incentives. You may also be required to work with 3663's National Accounts team to assist with selling your products into major end user accounts. Your own sales force will compliment this by selling your products into caterers direct.

At the time of listing, you should agree sales targets with your buyer contact, and monitor performance against these targets. Product ranges are reviewed every 3-6 months, depending on the product category, and if your product fails to hit sales targets in 2 range reviews, it will be discontinued from the range. It is therefore in the supplier's own interests to review sales to ensure they are meeting targets and to propose additional activity if they are not meeting the target.

Other internal 3663 targets include product profitability, sales volumes, competitive pricing and inbound service levels. If the benchmarks for these are not met, you will be expected to discuss how to remedy this with your buyer contact. [Top of document:](#)

Finance Department:

Structure: there are two parts relevant to 3663 suppliers: invoices for the Wholesale Division, invoices for CD and statements of account. Full contact and address details are in the Supply Chain Manual which is available in the password protected area of the website.

Invoices should contain full delivery information, printed and written in English. All invoices must be in GB£ only.

Payments are only made against statements, in line with any payment terms agreed with suppliers by the Buying Department. Full invoicing details are included in the Supply Chain Manual.

All deliveries originating from outside the EU are made on a DDP (Delivered Duty Paid) Incoterms 2000 basis. [Top of document:](#)

Note:

This Commercial Guide is provided for guidance only, and is a summary of requirements for 3663 suppliers. Full detailed requirements are accessed from the full supplier section of the website by logging on using the password allocated to you.