



**Retailer
Application
Form**

After you have completed this application form,
please email it to newaccounts@mdbmail.com

Getting to know you... Getting to know all about you

NAME OF THE STORE _____ YEARS IN BUSINESS _____

NAME OF THE OWNER/BUYER _____ OWNER BUYER

We want your digits! _____

PRIMARY ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE NUMBER _____ EMAIL _____ FAX _____

CUSTOMER SERVICE NUMBER _____

ADDITIONAL LOCATION ADDRESS _____ CITY _____ STATE _____ ZIP _____

ADDITIONAL LOCATION ADDRESS _____ CITY _____ STATE _____ ZIP _____

Nice, now how would you describe yourself. _____

BUYING GROUP AFFILIATION (IF ANY) _____ HOW WERE YOU REFERRED TO US? _____

WHO ARE YOUR PRIMARY CRIB SUPPLIERS? _____ WHO IS YOUR PRIMARY COMPETITOR _____

OF EMPLOYEES / ANNUAL RETAIL REVENUE HOW MANY BRANDS DO YOU SELL?
OF EMPLOYEES PER SHIFT

We're really looking for a healthy relationship. _____

DESCRIBE YOUR LARGEST DISSATISFACTION WITH CURRENT FURNITURE SUPPLIERS _____

WHICH BRAND(S) ARE YOU INTERESTED IN: MILLION DOLLAR BABY DAVINCI babyletto NURSERY W & R K S
 FRANKLIN BEN ubabub

WHY ARE YOU MOST EXCITED TO DO BUSINESS WITH US? _____



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So what's your house like? And who comes to visit?

AVG. SIZE OF YOUR SHOWROOM (IN SQUARE FEET)

AVG. SIZE OF INVENTORY SPACE (IN SQUARE FEET)

PERCENTAGE OF IN STOCK VS. OUT OF STOCK ITEMS

AVG. MONTHLY CUSTOMER TRAFFIC

AVG. ECONOMIC PROFILE OF YOUR CUSTOMER BASE:

- AFFLUENT MODERATE LOW INCOME

HOW MUCH DOES YOUR AVERAGE CUSTOMER SPEND

WHAT ARE YOUR TOP SELLING CRIBS

IF YOU CURRENTLY SPEND ON ADVERTISEMENTS, WHICH ONES DO YOU SPEND ON:

- NEWSPAPERS BILLBOARDS ONLINE
 MAILERS OTHER

And what about a little e-connection?

WHAT IS THE NAME AND URL OF YOUR WEBSITE

AVG. MONTHLY TRAFFIC TO YOUR WEBSITE

ANNUAL RETAIL REVENUE FROM WEBSITE

CONVERSION RATE

TOOL / SERVICES USED TO DRIVE TRAFFIC TO YOUR SITE

DO YOU: SELL THE SAME PRODUCTS ONLINE AND IN STORE OFFER WEB EXCLUSIVE ITEMS

WHAT ARE YOUR TOP SELLING CRIBS ONLINE

IS YOUR BUSINESS ON ANY SOCIAL MEDIA SITES (FACEBOOK, TWITTER, ETC.)

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