



Buyerly Product Feedback™ Results For Brand X

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Your Custom Buyer Panel consists of...

Buyer 1: Juvenile Products Retail Buyer, Naturals Prestige (premium) E-tailer

Buyer 2: OTC Personal Care Retail Buyer, National Big Box

Buyer 3: Beauty Senior Retail Buyer, National Big Box

Buyer 4: Beauty Retail Buyer, National Drug

Q.1 Based on the information you have read, how likely are you to invite the vendor representing this product to meet with you to learn more about this product? Please answer this as if you were the buyer of this product category knowing what you know of this product category.

Buyer 1: Answer- Might or might not (I have some reservations but they are not fatal flaws)

Buyer 2: Answer- Probably would

Buyer 3: Answer- Probably would

Buyer 4: Answer- Might or might not (I have some reservations but they are not fatal flaws)

Q.2 Please explain your answer in the previous question. Why or why not would you meet with this vendor?

Buyer 1: Answer- While I would be interested in learning more about the product and the brand overall, my hesitation for setting up a meeting with the vendor is related to the number of comparable products within the category. The natural baby category is highly competitive with many products with beautiful branding, packaging, and clean ingredient formulations. Having an all-natural ingredient formulation would not be enough by itself to convince me to consider carrying it in my store. Therefore, any potential meeting would need to make a strong case for how the product is differentiated from other products in the category and what is being done to invest in the brand overall.

Buyer 2: Answer- On trend product with growing interest in natural skincare. Especially with new moms/babies.

Buyer 3: Answer- Pros - understands the market place and has designed product to address pain points potential guests would be facing (natural, taste, ingredients, convenience, price).

Buyer 4: Answer- This product alone appears to fill a real customer need and fits into the overall assortment available today. Learning this vendor has a larger product offering in the natural's category helped me feel more confident in their expertise in this space. I would suggest the vendor leverage their overall larger naturals and new mother product business to help the buyer feel confident in the vendor's ability to provide a superior product offering.



Q.3 Based on the information you have read, how likely are you to award this product at least one facing in your assortment? Please answer this as if you were the buyer of this product category knowing what you know of this product category.

Buyer 1: Answer- Might or might not (I have some reservations but they are not fatal flaws)

Buyer 2: Answer- Might or might not (I have some reservations but they are not fatal flaws)

Buyer 3: Answer- Probably would

Buyer 4: Answer- Probably would not

Q.4 Please explain your answer in the previous question. Why or why not would you award at least one facing of this product?

Buyer 1: Answer- I would need to understand how this product would be incremental to my assortment. With several other natural [PRODUCT TYPE] in the category, I would need to see if there are any gaps in my assortment that this product might fill. Based on an initial review, this product seems to fall in a mid-tier price range, so if I didn't have any other natural [PRODUCT TYPE] at a mid-tier price point, I would consider awarding one facing.

Buyer 2: Answer- Nothing proprietary in their formulation, so it seems like there might be potential comparable products that are easily developed by more established competitors.

Buyer 3: Answer- Naturals / niche probably represents <50% of facings in this category. Would focus on building out with known brands and potentially test this in a handful of stores.

Buyer 4: Answer- Although I believe in the product offering and see the fit in the category, the packaging is simple and rudimentary, and I would be concerned the packaging would lessen the product's image against other nationally-assorted brands (like Honest Co). I would feel more confident awarding a facing if the packaging conveyed a more modern and engaging label.

Q.5 How appropriate is the suggested retail price based on what you know of the current assortment and the price positioning of competitive products?

Buyer 1: Answer- This is priced just right for its value proposition

Buyer 2: Answer- This is priced too high for its value proposition

Buyer 3: Answer- This is priced just right for its value proposition

Buyer 4: Answer- This is priced just right for its value proposition



Q.6 How appropriate is the retailer margin or markup of this product relative to your expectations? Please do not disclose your margins. Please give your opinion based on your personal expectations.

Buyer 1: Answer- This margin or markup meets my expectations

Buyer 2: Answer- This margin or markup meets my expectations

Buyer 3: Answer- This margin or markup meets my expectations

Buyer 4: Answer- This margin or markup is higher than my expectations

Q.7 What would you estimate the average Unit Sales Per Store Per Week (UPSPW) would be on this item in its first year of selling?

Buyer 1: Answer- 2 UPSPW

Buyer 2: Answer- 3 UPSPW

Buyer 3: Answer- 3 UPSPW

Buyer 4: Answer- 2 UPSPW

BUYERLY TIP:

This question helps brands calculate a sales forecast or projection to present to buyers or for production estimates.

Q.8 Given what you have read about this product, what risks would keep you, the buyer, from awarding business to this company?

Buyer 1: Answer- The packaging design is the biggest hold up for me. This category is filled with products with memorable packaging and I am having a hard time believing the packaging of this product is going to grab the customer at shelf and make her want to spend \$11 to buy this product. From a formulation stand point, the ingredients are clean and acceptable for a mother looking for a natural solution, but there are many other companies that are delivering both clean ingredients and outstanding packaging design that I think a customer might overlook this product. I think with a packaging refresh, I would have a much easier time awarding at least one facing to this product.

Buyer 2: Answer- Some initial concerns are: 1- quality/efficacy - does this really work? is it better than existing products in the marketplace? why should consumers believe that this is better? 2- Marketing support - how is the brand planning to support awareness and drive sales of this new product? it seems like this is a very small company and wondering what they will do to help drive sales if it is not discovered by consumers on their own.

Buyer 3: Answer- Unknown brand - not a strong presence at shelf (packaging).

Buyer 4: Answer- As stated before, the packaging is really the only thing that would hold me back. The expert endorsements and the vendor's experience in the category should be explicitly leveraged, and visible to the consumer.



Q.9 Please evaluate the product packaging. What are the strengths of the product's packaging?

Buyer 1: Answer- Size and format are the biggest strengths for the product. The smaller size allows the product to be fairly portable in a diaper bag or purse, which is great for any mom who might be on the go with her baby. The format, with the screw top lid, helps to ensure the product is appropriately sealed at all times. Since the product uses an all -natural formulation, the screw top helps the product maintain its integrity over time. I would also hope it's a tight enough seal to prevent leakage, since I have found is what can happen with cocoa/shear butter based products. Similar products that have lids that could pop open in a diaper bag could lead to a mom having a mess on her hands.

Buyer 2: Answer- Product packaging seems simple and easy to use

Buyer 3: Answer- Name and image are strong. Bottle shape is nice.

Buyer 4: Answer- The label would be my primary concern; if the container is durable and is environmentally responsible (so as not to draw away from the "naturals" identity), the container is likely a strength.

Q.10 What are the weaknesses of the product packaging? Please provide suggestions for improvement.

Buyer 1: Answer- The biggest weakness is that the packaging might be too simple and make it hard for the customer to 1) be stopped by this product on shelf and 2) recall the product based on design alone. When I compare this product to the rest of their range of products, I see that there are other products that have more compelling designs, with bolder colors and more lifestyle images on the packaging. This product seems to be set apart from many of the other Brand X products but in a way that I think ultimately undermines the ability of the product to "sell itself". As the vendor, I would incorporate imagery on the product that is more in line with the rest of the Brand X range of products and also use bolder/richer colors to make it more eye-catching. This could be as simple as enhancing the pink color that is already used in the design and swapping out the graphic of the mom and child that is currently used.

Buyer 2: Answer- Footprint of the package is really small, not sure how well it will stand out on shelf. The packaging also doesn't read very premium, but the price point is high so I would wonder if most consumers would think that the price point is too high. Branding on the packaging is very weak. First thing that I read is the product name, but that makes it seem very functional.

Buyer 3: Answer- Didn't get any credit at all for ingredients or benefits! That's the best part of this product. Consider Imagery of Shea nuts (or other natural ingredients). Didn't love the white cap - is that another way to differentiate and call attention to being natural?

Buyer 4: Answer- See my comments above, considering "consumerizing" your label, perhaps with photography and brighter, more engaging colors.



Q.11 On a scale of 1 to 10, how likely would you be to try this product out for a 100-store 13 week test?

Buyer 1: Answer- 5

Buyer 2: Answer- 6

Buyer 3: Answer- 8

Buyer 4: Answer- 4

Q.12 If this company were to invest in a marketing and PR campaign to drive product awareness with your target shopper, how would this impact your openness to adding it to your assortment or giving it a store test

Buyer 1: Answer- I would be more likely to award this product shelf space

Buyer 2: Answer- I would be more likely to award this product shelf space

Buyer 3: Answer- I would be more likely to award this product shelf space

Buyer 4: Answer- I would be more likely to award this product shelf space