

The Buyer's 12 Questions

The questions asked about your item after you leave the room. Score yourself tonight, with numbers you already have: 0 — I would be guessing · 1 — rough answer, real gaps · 2 — I could answer it in the meeting.

The Money

	0	1	2
01 Can I rebuild your cost-to-shelf ladder in under a minute?			
02 Does my margin clear the category threshold at your intended shelf price?			
03 Is your promotional plan funded, or does it come out of my margin?			
04 What does the first order actually cost me to carry?			

The Physical Fit

	0	1	2
05 Does your case pack fit my planogram without a re-tray?			
06 Where does this sit on the shelf, and what does it replace?			
07 Does the package survive my distribution centre and my shelf?			
08 Is the front panel readable from four feet away?			

The Risk

	0	1	2
09 Who physically delivers this to my door?			
10 Am I inside your category review window, or a quarter late?			
11 What happens in week thirteen if velocity is soft?			
12 Can your paperwork clear item setup, EDI and insurance without my help?			

Total, out of 24

Directional, not a verdict. A lower score in one group usually shows where the next month of work belongs — the money, the physical fit, or the risk. This sheet is educational: it is not a buyer decision, a placement prediction, or a statement that your brand is or is not retail-ready. Bring your score to a free thirty-minute Coffee and we will tell you what it likely means.