

Worksheet 38: My Business Customer Profile (NxLevel, 2000)

Characteristics	Wholesale Customers (Major Channels)			Retail Customers (Farm to Firm)		
Name						
Annual Sales						
Number of Employees						
Location Address						
Number of Business Locations						
Do they currently sell products similar to yours? <i>(indicate brand, packaging, price, quality, origin)</i>						
What are their buying procedures?						
What do they expect from your product?						
What price they are willing to pay?						
Buyer Contact Information						