



## Herbal Vineyards' Wholesale Questionnaire

Company: **Cambridge Natural**

### 1. Satisfaction and Product Performance:

- How satisfied are you with the quality and range of products we offer?

We only carry two products right now, the Gold Sea Moss and the Purple Sea Moss. The flavored gels are interesting, but I don't know if they would sell well enough here at our store to bring in. The two things we do carry though sell very well!

- Which products are your bestsellers and why do you think they perform well?

The Purple outsells the Gold; I think there's a definite 'novelty factor' in something so brightly colored. We have customers who call regularly checking to see if we've got the Purple specifically.

- Have you received any customer feedback about our products that you can share?

Many customers seem confused about the difference between the Purple and Gold Sea Moss, and we find ourselves having to check the Internet often for clarity.

### 2. Ordering and Fulfillment Process:

- How would you rate your experience with our ordering and fulfillment process?

The design of the website (specifically the buttons you click to move onto the next stage of your order) are difficult to find and click. Shipping times have also varied from 6 days to over a month, making it difficult to predict what will be in stock at any given moment. Steadier shipping and logistics would make ordering easier for our purchasing team, as well as giving our customers a clearer perspective on when to expect new stock.

- Are there any areas in our ordering or delivery process you think we could improve?

Also, many of our staff have not actually tried the product; it is a little too expensive for people to buy without knowing first if they're going to like it or use it consistently. I'd love to get our staff to try a sample, but eating the cost of a full jar isn't ideal.

### 3. Marketing and Promotional Support:

- Are the marketing materials and support we provide helpful for your sales efforts?

As a brick-and-mortar retailer, what we need more is *in-store-engagement* (via demo support, yours or ours) as well as periodic training for our staff on your brand, your products that we stock, and the category in general.

- Is there any additional marketing support or materials that you think would help boost sales?

We always welcome more of all of that kind of support.

### 4. Product Range and Innovation:

- Are there any additional products or variations you would like us to consider adding to our range?

Product innovation does matter, but only to the degree that the new products capitalize on existing successes/trends or innovate in ways that are of tangible value to the customer.

- How important is product innovation to you, and how can we better meet your needs in this area?

Innovation for innovation's sake (often required for a brand) doesn't necessarily translate to success in brick and mortar. I'm not sure what innovations the sea-moss-gel category has going for it beyond additional ingredients, or flavors-maybe look at Moss sea moss RTD-but it's worth exploring as stagnating for too long isn't great.

#### 5. Pricing and Value:

- Do you feel our pricing structure is competitive and offers good value to you as a wholesaler?  
*Price and value work for us and our customers. There is always something to say for **more cost effective options** increasing your customer base, but you charge what you need to for your business to sustain and to grow.*
- Have you encountered any challenges with our pricing in terms of positioning our products in your store?  
*HV feels competitive within its category.*

#### 6. Competitive Landscape:

- How do our products compare with competing brands you carry in terms of quality, price, and customer preference?  
*Quality and price are on par with what we choose to offer – traceable, quality sea moss gels that provide our customers with the best possible experience.*
- Feedback on Outreach and Acquisition Strategies:  
*Outreach/acquisition – I would look at INFRA, NCG, and also potentially other channels beyond health food stores (fitness, yoga, etc.)*

#### 7. Partnership and Communication:

- How effective is our communication with you, and how can we improve it?
- What can we do to strengthen our partnership and support your business better?  
*Any time I've reached out, I've heard back within a few days, which is great. Everyone I've spoken to is also really kind. I'm not sure if you do demos or staff trainings, but I think that would definitely open up your audience at our store. We love doing both of them, and we enjoy having a team who is well-educated on the products we carry (see Question 3).*

#### 8. Feedback on Outreach and Acquisition Strategies:

- What attracted you to our brand initially, and what made you decide to carry our products?
- Do you have any suggestions for how we could effectively reach out to and attract other stores like yours?  
*We were attracted to your brand because of the simplicity, quality, and value. We strive to offer our customers the best quality solutions for their needs and as sea moss has continued to grow rapidly, we opt to stock a more limited selection of the best quality options we can find (whose wholesale setups, prices, etc. work for us.)*