



Herbal Vineyards' Wholesale Questionnaire

Name: Diana Coggan

Company: New Earth Market Yuba City

1. Satisfaction and Product Performance:

- How satisfied are you with the quality and range of products we offer? **Very**
- Which products are your bestsellers and why do you think they perform well? **Wild Sea Moss Gel**
- Have you received any customer feedback about our products that you can share? **Customers love it!**

2. Ordering and Fulfillment Process:

- How would you rate your experience with our ordering and fulfillment process? **Easy peasy!**
- Are there any areas in our ordering or delivery process you think we could improve? **Having an actual invoice would be helpful**

3. Marketing and Promotional Support:

- Are the marketing materials and support we provide helpful for your sales efforts? **We haven't used any**
- Is there any additional marketing support or materials that you think would help boost sales? **Window clings or posters**

4. Product Range and Innovation:

- Are there any additional products or variations you would like us to consider adding to our range? **no**
- How important is product innovation to you, and how can we better meet your needs in this area? **Always like to see products advance as research grows**

5. Pricing and Value:

- Do you feel our pricing structure is competitive and offers good value to you as a wholesaler? **Yes**
- Have you encountered any challenges with our pricing in terms of positioning our products in your store? **No**

6. Competitive Landscape:

- How do our products compare with competing brands you carry in terms of quality, price, and customer preference? **Gel is preferred by customers, although we also carry a few competitors products**
- Feedback on Outreach and Acquisition Strategies:

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?

8. Feedback on Outreach and Acquisition Strategies:

- What attracted you to our brand initially, and what made you decide to carry our products? **Customer demand**

- Do you have any suggestions for how we could effectively reach out to and attract other stores like yours? **If you're looking to get in to Independent Health Food Stores, reach out to INFRA (Independent Natural Foods Retailer Association)**
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