



Prospective Supplier Questionnaire

Company Name: _____ Headquarters Location: _____

Website URL: _____

Primary Contact

Date: _____

Contact Name: _____ Phone: _____

Contact Title: _____ Mobile: _____

Email: _____

Initial Contact (if different than above)

Contact Name: _____ Phone: _____

Contact Title: _____ Mobile: _____

Email: _____

Company Information

How long has your company been in business? _____

Are you: Public Private Venture Capital D&B Rated: Yes No

Ticker Symbol: _____ How many employees? _____

Fab Strategy? Fab Fabless

Can you transmit/receive data via EDI? Yes No

Sales/Marketing

Annual Sales Total: _____ Annual Customer Count? _____

What is the Total available market (TAM) and Distribution available market (DTAM) for your product that you are proposing?

	TAM	DTAM	Your Total Sales	Your Sales Thru Distribution
Americas	_____	_____	_____	_____
EMEA	_____	_____	_____	_____
APAC	_____	_____	_____	_____
Japan	_____	_____	_____	_____
Total	_____	_____	_____	_____

Franchised Distribution Partners

Americas	EMEA	APAC	Japan
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

What is your current NA Sales Channel? Direct Manf Rep Other

Please detail: _____

What is your current Global Sales Channel? Direct Manf Rep Other

Please detail: _____

Product line that Digi-Key would carry: _____

Typical lead times? _____

What are the primary end markets or applications of your products?

Primary competitors serving these end markets?

What is the value proposition Digi-Key can provide to your organization?

What can you contribute to our product portfolio?

Are there any customers or suppliers that may benefit with your company on our line card?

Who: _____

Why: _____

Expected Sales Revenue: 1st Year: _____ 2nd Year: _____ 3rd Year: _____

Quality

Does your company have any internal process(es) to guard against counterfeit materials? Yes No

Please explain: _____

ISO Certified? Yes No

If yes, which standards? _____

What agency approvals are applicable to your product? Please check all that apply.

UL VDE FCC CE Other _____

Do you understand U.S. Export Laws? Yes No