Canadian Tire Dealers’ Association

Preferred Vendor Application Form

Dear Prospective Vendor,

Thank you for your interest in becoming a Preferred Vendor with the Canadian Tire Dealers’ Association (CTDA). The primary role of the CTDA is to negotiate agreements with vendors for national or provincial programs that assist Dealers in reducing store operational costs on goods and services that are ***not sold to customers.*** At this time we are not reviewing applications from companies that can only offer services regionally due to the number of agreements that would be required to offer a national or provincial program. The objective is to use our buying power to both reduce store costs and increase vendor sales making this program mutually beneficial for all parties involved. We want to be your partner!

As you can imagine, the CTDA receives a number of applications and we must address those products/services which have been marked as priority for store operations. We kindly ask for your patience with the application review process. Once we have had an opportunity to review your application submission we will be in contact with you to notify you if your application has been approved and the next steps in the application process. We will respond to all applications once they have been reviewed so there is no follow-up necessary. Your assistance in completing the application below as outlined will allow us to complete our review in a timely manner.

Prior to submitting an application we ask that prospective vendors research and gain an understanding of Canadian Tire’s infrastructure and store locations. The more your product or service seems suited for our infrastructure the higher the possibility your application will be accepted. We have included below some frequently asked questions to assist you in completing your application to the CTDA.

We strongly recommend that prospective vendors read the below guidelines thoroughly prior to submitting an application. Any application that does not conform to the guidelines posted below will not be accepted.

All the information required to complete an application will be within this document. Due to the number of applications we receive, we will not be accepting any meetings or taking any questions until your application has been reviewed and approved. We thank you for your understanding and patience during this review process.

Once again, thank you for your interest in becoming a preferred vendor of the CTDA and we look forward to receiving your application.

Kind Regards,

CTDA Preferred Vendor Coordinator



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# Background

## About Us

Canadian Tire Dealers’ Association (CTDA) is a not for profit organization founded in 1968 which represents over 490 Associate Dealers who operate Canadian Tire Stores across Canada. All Canadian Tire Associate Stores (CTAS) are individually owned and operated by Associate Dealers, who are all members of the CTDA.

## Preferred Vendor Program

The objective of the CTDA Preferred Vendor Program is to leverage our collective volume to obtain the lowest price or best overall value in a product or service on behalf of the Associate Dealers. One way we are able to do this is by leveraging the buying power of all Canadian Tire stores. Second, that by completing the due diligence and review of the market for each of the products and services, the CTDA saves Dealers’ time in negotiating contracts on an individual store basis and mitigates any risk of meeting contractual or legislative requirements. In addition, the program offers value by performing due diligence on products/services that meet any provincial or federal legislative requirements and those that mitigate risk. Our program is focused on negotiating national or provincial agreements on all products and services needed to operate stores. The CTDA Preferred Vendor Program does not include retail products (products sold to customers).

All CTDA Preferred Vendor Programs are ***optional*** to Associate Dealers, however there is still an opportunity to achieve 100% Dealer participation. In order for this program to be successful in helping Dealers reduce costs, store participation is critical. We have prioritized our program to identify products and services that are used by the greatest number of Dealers.

## Benefits to Becoming a Preferred Vendor

* Direct marketing to the Canadian Tire Associate Dealers – CTDA will send out marketing pieces that you provide and get it directly into the hands of the decision makers
* Endorsement of the CTDA and Associate Dealer Committee(s) as appropriate
* Updated store lists: want to be able to leverage your products/services to more stores? We offer you up to date lists that can get you in touch with the right person to sell your products/services
* Construction Schedule: you will receive monthly updates about new Canadian Tire stores being built which enables you to solicit your products to stores before the market
* Changeover Schedule: you will receive monthly updates about Dealer changeover giving you the ability to get in front of Dealers who are new to their store.
* Invitation to participate in the annual Trade Show
* Marketing and store participation support from the CTDA. We have just as much invested in the program; we are here to support vendors with ways to market their program to Associate Dealers

# Application Guidelines

All vendors interested in becoming a preferred vendor are required to submit the below application form. Non-submission of the below application form in its entirety **will not be accepted.**

The below application is and should be considered a standard form designed to assist vendors in better understanding the information and level of detail the CTDA is looking for in an application. Should you wish, you may provide additional information as required that will help us better understand your offering.

When completing the application we want to know about your whole offer from pre to post sale services. This includes all costs that may be associated with your product/service including travel, installation costs, labour costs, equipment rental, set-up fees, support, preventative maintenance costs etc. If there is a cost to our stores we want to know about it, we expect full transparency and will not accept any hidden fees within any preferred vendor program.

## Submission

All Preferred Vendor Applications must be completed on the below application form with ALL the questions answered. Should a question not pertain to your particular product, service or business please answer with N/A along with a short explanation as to why this does not pertain to your application.

Applications are to be submitted to vendors@ctdealers.com in pdf format. Any supporting material may be submitted in pdf, jpeg, PowerPoint, Word or Excel formats. Should your total submission be greater than 10mb we recommend using a dropbox or other large file transfer services. Should those be unavailable to you, you may submit via multiple emails however the subject line must include reference to the number of emails (i.e. 1 of 2, 2 of 2)

All subject lines are to only include your company name and the number of emails as mentioned above.

Submissions shall not be accepted if:

* Sections are left blank
* There is no pricing submitted
* If the offer is for a product sold on the retail floor/sold to a Canadian Tire customer
* If a meeting is requested to further explain the program
* If any section is completed with “To Be Determined” or any like phrase

**This Application will be the *only* way your product/service will be reviewed for consideration towards the CTDA Preferred Vendor Program. It is the Vendor’s responsibility to ensure all the information provided is clear, concise and relevant to Canadian Tire stores.**

# Application Tips

**Use laymen terms** – We are most likely not the subject matter experts in your field. It is recommended to use laymen terms as much as possible and walk us through the proposal as if we do not know anything about your industry.

**Use an appropriate level of detail –** Although we do appreciate detail about the product and service we ask vendors to keep the detail relevant to what you feel will be best suited in Canadian Tire Stores.

**Use pictures or videos to illustrate your point –** Help us visualize your solution. Provide pictures of your products and if possible pictures of the solution in a Canadian Tire store or similar retail environment. Videos are also very helpful, especially for new products to the market.

**Provide research and facts to back up your proposal –** If third party market research has been completed which supports the value your product/service would bring to Canadian Tire include it in your submission with a brief summary of the research and how it’s relevant to Canadian Tire stores.

**Use testimonials –** If you are currently selling to Canadian Tire stores use your current customer base to generate more customers by having them submit a testimonial backing your product/service and the store’s experience with you.

**Research Canadian Tire –** Show us how your product/service fills a need within our stores. Visit stores, determine the current methods and how your product/service can improve on the current method. Show how this new method will save time and or money by submitting an R.O.I with your application. Be aware however that not all stores are equal so just because a solution may work in one store does not necessarily mean it will have the same effect on all stores.

**Treat this application as your sales pitch –** Due to the large number of applications we receive we are unable to meet with Vendors to hear their product pitch. This is the only avenue we review applications. Make sure your application is complete and clearly communicates every aspect of your sale. This includes all pre-sale approaches such as methods to determine which product is best suited for the store; to post-sale services such as installation, delivery and on-going support. The clearer the pitch outlines all aspects of the relationship the easier it will be for us to differentiate you from the competition and determine if there is a fit for your product/service within our stores.

# Frequently Asked Questions

**Q – Will we have to sign a contract?**

A – Yes. Should an application be approved, the CTDA will provide the Vendor with their standard agreement template with the CTDA’s standard terms and conditions to joining the program. Our standard contract term is for 3 years.

**Q – We are unable to provide pricing until we get a sense of volume, how should we complete the application?**

A – Since all programs are optional to stores the CTDA cannot provide a sense of volume for any program. As such, we recommend one of two options:

1. Submit your best volume pricing in hopes of achieving high store participation right out of the gate by leveraging the preferred vendor marketing tools
2. Submit tiered pricing based on meeting sale or store participation levels. Define this offer very clearly in your proposal.

*Any application submitted without pricing shall not be reviewed.*

**Q – Our service is very store specific or customized to the store and it would depend on the requirements to submit a pricelist, how should we complete the pricing?**

A – A requirement of the program is to be able to confirm pricing with stores and provide them the costing for them to make an informed decision on whether they would like to procure your product/services. As such, we are required to have a sense of pricing to be included in this program. Determine how you would define costing if a store were to call you directly and provide us with that same information. For example - should the size of a store differentiate the cost then group each store size (i.e. 0-10,000 sq. ft., 10,001 – 20,000 sq. ft. etc.) and provide pricing based on each grouping; or you may provide pricing by sq. ft. The same type of grouping would be acceptable if the store location influenced the price (i.e. stores within 200km of Toronto, stores from 201-300km from Toronto etc.)

*Any application submitted without pricing shall not be reviewed.*

**Q – Do we have to list all the products / services within this application?**

A – Yes. Any product or service you wish to offer to Canadian Tire must be listed within this application for review. Vendors are strictly prohibited in selling products / services to stores that fall outside of their agreement with the CTDA

**Q – We are unable to provide a program until we get a better sense of the needs of the CTDA, how should we proceed?**

A – The needs of the CTDA are of non-consequence to this application process. The CTDA is an association acting on behalf of our over 490 stores **who all have individual needs** as they are all individual businesses. We will not be able to provide you with any additional information that would assist you at this time and as such are not accepting any meetings to review your offer. Some best practices in this area would be to provide examples based on other similar retailers you have serviced or even providing hypothetical examples. Without a sense of the offer and price we are not able to review the application. Due to the high number of applications we receive we will not be following-up with vendors for more information without being able to first review the full offer internally.

**Q – Do I have to submit a single cost for all Canadian Tire stores?**

A – If you are selling a product then yes, the product should be the same for every store *unless* there are clear differences why the product should be priced differently for every store. Examples of differences in the product could be that there are installation or shipping costs included in the price of the product (if installation/shipping etc. are priced separately then call that out in the application). If you are selling a service then no, prices may vary by store based on their geographical location. **In no event shall one store be subsidizing the cost of another**. It is the vendor’s responsibility to offer the lowest possible cost to the individual store interested in procuring their product / service.

**Q – What is the average review time of a preferred vendor application?**

A – The average time for review is difficult to determine based on the number of projects currently taking priority within our Dealer committees, the need of the product/service within the stores and simply the timing of the submission in relation to the current focus of our Dealer groups. Should your product or service be of *no interest* to Canadian Tire Dealers you will most likely be notified within the first 2-3 months after submission, depending on the volume of submissions we have received in that time. It is not abnormal for review to take over 6 months or even a year in some instances. We kindly ask Vendors for patience during this time, we will reach out to all applicants to inform them of our decision. There is no follow-up necessary as long as you received our receipt notification that we received your submission.

# Canadian Tire Dealers’ Association

# Vendor Application for CTDA Preferred Vendor Program

In order to be considered for the Canadian Tire Dealers’ Association Preferred Vendor Program, each vendor will need to complete the following application for an initial review. **THE APPLICATION WILL NEED TO BE COMPLETED IN ITS ENTIRETY. APPLICATIONS RECEIVED WITH SECTIONS LEFT BLANK OR WITHOUT PRICING, WILL RESULT IN THE APPLICATION BEING RETURNED. IF YOU FEEL THAT A QUESTION DOES NOT APPLY TO YOUR PROGRAM, PLEASE INDICATE THAT SECTION AS BEING N/A WITH A SHORT EXPLANATION. IT IS THE RESPONSIBILITY OF THE VENDOR TO REFER TO THE ABOVE AND COMPLETE THE BELOW ACCORDINGLY FOR REVIEW**

Completed applications should be submitted via email to [vendors@ctdealers.com](mailto:vendors@ctdealers.com)

**Is the product or service intended for resale at a Canadian Tire Store?  Yes  No**

If your answer is ***yes*** please do not proceed any further with your application and contact Canadian Tire Corporation.

**Date:** Click here to enter a date.

**Company Name: Click here to enter text.**

**CONTACT NAME:** Click here to enter text.

**CONTACT PHONE NUMBER:** Click here to enter text.

**CONTACT E-MAIL:** Click here to enter text.

**COMPANY WEBSITE:** Click here to enter text.

1. Have you previously submitted an application to become a preferred vendor with the CTDA?

Yes  No

If your answer is ***yes***, please only complete the application form if you are adding a new product/service to your existing application. **DO NOT RE-SUBMIT THE SAME APPLICATION.**

1. **PRODUCT/SERVICE**

Briefly outline the product/service offering that is included in the application for Canadian Tire stores. Only products/services included in the application can be sold to Canadian Tire stores.

Click here to enter text.

1. **BACKGROUND**

Provide a brief background of your company including, management structure, years in business and other retail vendors you currently service along with a short history.

Click here to enter text.

1. **CANADIAN TIRE STORES**

Are there any Canadian Tire stores currently using your product/service?  Yes  No

If yes, please indicate which stores are using your products/services. Which products/services they are using and their annual spend.

|  |  |  |
| --- | --- | --- |
| Store #/Location | Product/Service Procured | Total Annual Spend |
| Click here to enter text. | Click here to enter text. | Click here to enter text. |
| Click here to enter text. | Click here to enter text. | Click here to enter text. |
| Click here to enter text. | Click here to enter text. | Click here to enter text. |
| Click here to enter text. | Click here to enter text. | Click here to enter text. |

1. **MARKET COVERAGE**

Indicate the region in which you are able to service

Complete Coverage (All Canadian Tire stores across the country, see Store Location Form for locations)

National Coverage (All Provinces, but not all stores. Complete Store Location Form for consideration)

Provincial Coverage. (All stores in a province) Please indicate province(s): Click here to enter text.

Regional Coverage – At this time we are not accepting regional vendor applications due to the number of agreements required to create a national or provincial program.

Do you cover all areas yourself or do you sub-contract some regions and if yes, which regions?

All ourselves  Sub-contract: Click here to enter text.

1. **PRICING**

Indicate pricing for all your products/services.

Pricing **MUST** be submitted. We will not accept pricing to be determined or based on need as responses. See above FAQ for more information.

I have attached a product price list

Click here to enter text.

1. **REPAIR**

Should any product require repair outline all procedures and costs to the repair. This includes who the store should contact, where the store should send the product or if a technician will be dispatched to the store. Outline ALL related costs to this repair and expected turnaround times for the product to be repaired or for a technician to be dispatched. Outline the differences between products under warranty and those not under warranty if required

Click here to enter text.

1. **INSTALLATION**

Should the products require installation outline all installation costs including any labour, equipment, and any additional costs above the costs of the products. If systems are plug and play or do not require installation or installation is included indicate here as well.

Click here to enter text.

1. **SERVICE/LABOUR**

Outline any labour costs that may be present throughout the life of this Agreement

Click here to enter text.

1. **RETURN POLICY**

Outline all procedures and costs for return, these include restocking fees or any like fees for a straight product return. Include who is responsible for the shipping of a returned product and where the product is required to be shipped

Click here to enter text.

1. **ADDITIONAL COSTS**

Provide pricing for any fees above the cost of your products which are noted on your invoice and how they are applied, be descriptive. Any fee not noted and charged will not be accepted. Examples include all types of surcharges (Environmental, Transportation of Dangerous Goods, Fuel etc.).

Click here to enter text.

1. **DISCOUNTS**

Identify and explain any other specific discount opportunities they could offer CTDA/CTAS. Indicate any additional discounts that would become available to CTDA/CTAS if CTDA were to achieve certain volume thresholds on an annual basis.

Click here to enter text.

1. **ADDITIONAL VALUE TO CANADIAN TIRE**

Indicate whether “most favored customer” pricing strategy is offered and/or privileges, as well as any additional value-added services and programs that CTDA should consider in its evaluation process, including any special cost reduction opportunities. Participants should also indicate areas they can assist CTDA and CTAS to streamline processes, provide consultation on best practices, or add value to the bottom line.

Click here to enter text.

1. **TRAVEL**

Indicate any charges related with travel and if any accommodations are required. Also indicate where travel will be calculated from and how it will be calculated.

Click here to enter text.

1. **DELIVERY**

Indicate how products will be delivered and if there will be any charges related with delivery. Also indicate where delivery will be from and the average turnaround time from time of order.

*Note: CTDA does not have centralized distribution, all Vendors must supply their own method of delivery for consideration.*

Click here to enter text.

1. **MINIMUM ORDER**

Is there a minimum quantity to your order?  Yes  No

If yes, what is the minimum and what are the costs if minimums are not met?

Click here to enter text.

1. **WARRANTIES**

What warranties are you offering with your product/service? If limited warranty please indicate all limitations in association with your warranty

Click here to enter text.

1. **COMPETITION**
   * 1. Who would you consider your competition?

Click here to enter text.

* + 1. What benefits do you offer over your competition that would make Canadian Tire choose your product/service?

Click here to enter text.

1. **ORDERING METHOD**

Please briefly outline the process for placing orders for your product/service.

Click here to enter text.

1. **SUPPORT**

Outline the support structure for the service.

Are stores to call one account national account representatives or are there regional account representatives?

National Account Representative

Regional Account Representatives

If regional, please indicate the regional support available

Click here to enter text.

Do you offer your services in both French and English?  Yes  No

1. **REFERENCES**

Please list any other retailers that you have on your program or, preferably, any Canadian Tire references.

Click here to enter text.

**AUTHORIZATION**

This form must be signed or your Application will be declared invalid and will not be considered for admission into the Preferred Vendor Program.

Proposal is Submitted by:

|  |  |
| --- | --- |
| Company: |  |
| Address: |  |
| City: |  |
| Postal Code: |  |

I/We \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_the undersigned HEREBY DECLARE AND ACKNOWLEDGE:

* That I/we hereby submit my/our Application to Canadian Tire Dealers’ Association for consideration towards the Preferred Vendor Program for the products and/or services outlined above.
* That I/we have carefully reviewed and examined the terms of this Application, and have a clear and comprehensive knowledge of the requirements for consideration and have submitted all relevant information.
* That I/we declare that no person, firm, corporation or other organization other than disclosed herein has any interest in this Application or any contract which may result.
* That all statements in this Application are true and accurate in all respects.
* That I/we hereby covenant that my/our Application is irrevocable and binding for a period of 6 months from the time of submission.
* That the undersigned are authorized to execute this Application.

|  |  |
| --- | --- |
| Signature: |  |
| Print Name: |  |
| Title: |  |
| Date |  |