

Consumer Profile Table

Company Name:

Who are your consumers?	Afghan Consumers	Foreign Consumers in Afghanistan	Regional Consumers (surrounding countries)	International Consumers
Do you sell to these consumers?				
What products do they purchase most from you?				
How do you reach these consumers? Who are the resellers you use to reach them?				

Product Specification Sheet

Product Name:

Product Code:

Product Description (collection or style family name):

Colour:

Size:

Material:

Other Products in Collection or Family	Code(s)

Materials Required	Quantity	Cost	Direct Materials Cost
Total Direct Materials Cost:			

Production Tasks	Equipment Required	Labour Required	Number of Hours	Hourly Wage	Direct Labour Cost
Total Direct Labour Cost:					

Total Product Cost:

Branding Instructions	Packaging and Labelling Instructions

Quality Management
See Quality Management Table

Purchase Order

PO#:
Date:

From:
Address:
Telephone:
Email:

To:
Address:
Telephone:
Email:

Product Code	Quantity	Product Description	Price per Unit (currency: __)	Total Price (currency: __)

Subtotal	
Shipping	
Tax	
Total	

Shipping Terms	Payment Terms	Delivery Date

Approved by
Signature: _____
Name: _____

Customer Invoice

To:
Address:
Telephone:
Email:

[Add company logo here]

From:
Address:
Telephone:
Email:

PO #:
Invoice #:
Invoice Date:

Payment Terms:

Delivery Date:

Product Code	Quantity	Product Description	Price / Unit (currency: __)	Total Price (currency: __)
			Subtotal	
			Shipping	
			Tax	
			Total	

Amount Due

Quality Management Table

Product Code	Product Description	Sample Product
		[Image]

What to inspect?	Quality Standards			When to inspect?	Who will inspect?
	Measures of Quality	Highest Quality	Lowest Quality		
1. Raw Materials and Components					
2. Workmanship					
3. Design					
4. Finishing					

Quality Check Sheet

Product Code: Product Description: PO#: Compare each product with the original sample and rate each criteria from 1 to 4 based on the scale to the right. Any item with a rank of 2 or less is automatically rejected. You may also choose to reject 3s, depending on your customers' quality expectations.							Product Ranking Scale 1: very different from sample 2: different from sample 3: almost same as sample 4: same as sample		
What to Inspect?	Criteria:	Product Ranking (1-4)					When to Inspect?	Who will Inspect?	Complete (initials)
		Product 1	Product 2	Product 3	Product 4	Product 5			
1. Raw Material and Components									
2. Workmanship									
3. Design									
4. Finishing									
Accepted (check)									
5. Final Check									

Total Accepted: _____
Total Rejected: _____

Calculate Your Costs

1. List of Costs

Direct Costs	Indirect Costs

2. Direct Materials Cost

Materials Required	Quantity per Product	Price per Unit	Direct Materials Cost
Total Direct Materials Cost			

3. Direct Labour Cost

Production Tasks	Labour Required	Number of Hours	Hourly Wage	Direct Labour Cost
Total Direct Labour Cost				

4. Total Direct Cost (Total Direct Cost = Total Materials Cost + Total Labour Cost)

Total Materials Cost	Total Labour Cost	Total Direct Cost

5. Indirect Costs

Indirect Costs	Monthly	Annual
Total Indirect Costs:		

Minimum Percent Markup Calculation

A. Minimum Percent Markup Calculation		
Total Direct Costs (previous year)	Add all Direct Costs from previous year (use table B. below)	
Total Indirect Costs (previous year)	Add all Indirect Costs from previous year	
Minimum Percent Markup to Cover Indirect Costs	$\text{Total Indirect Costs} \div \text{Total Direct Costs} \times 100$	
Adjustment for Expected Changes in Costs	Add or subtract percentage to adjust for changes in costs this year	
Increase for Unexpected Costs and Profit	Add percentage to account for unexpected costs and minimum profit	
Minimum Percent Markup		

B. Total Direct Costs for the Previous Year			
Products	Direct Costs Per Product	Number of Products Sold	Total Direct Cost
Total			

Annual Profit and Loss Calculation

Annual Profit and Loss Calculation	
Total Sales	
Total Direct Costs	
Total Indirect Costs	
Profit (Sales - Total Direct Costs - Total Indirect Costs)	

Detailed Consumer Profile Table

Who are your Consumers?	Afghan Consumers	Foreign Consumers in Afghanistan	Regional Consumers	International Consumers
Do you sell to these consumers?				
What is the age range of your consumers? (0-5, 6-10, 11-19, 20-34, 35-50, 51+)				
Are they male or female?				
What is their income level? (low, medium, high)				
What do they care about, need or want? Consider these criteria:				
1. Style (high-fashion, on trend)				
2. Design (contemporary, traditional, culturally inspired, colour)				
3. Quality (raw materials, workmanship, artisanal skill)				
4. Exclusivity (unique, custom made, limited number)				
5. Environmental impact (reduce, reuse, recycle, sustainable)				
6. Social impact (fair trade, where and how products are made)				
7. Customer service (responsive, respectful, reliable, good return policy)				
8. Price				
What products do they purchase most from you?				
How do you reach these consumers? Who are the resellers you use to reach them?				

Comparison to Competition

Target Consumers' Purchase Criteria	Comparison to Competition
1. Style	
2. Design	
3. Quality	
4. Exclusivity	
5. Environmental Impact	
6. Social Impact	
7. Customer Service	
8. Price	

Performance Ranking

Performance Ranking	Best								
	Better								
	Poor	1. Style	2. Design	3. Quality	4. Exclusivity	5. Environmental Impact	6. Social Impact	7. Customer Service	8. Price
Criteria Customers Care About									

Price List

[Add company logo here]

Date:

Currency:

Photo	Product Code	Product	Description	Colour	Material	Size	Price

Additional Purchase Terms:

Marketing Plan

Marketing Plan	
Target Consumer	
- Who is your target consumer?	
Branding (positioning)	
- How will you attach your brand to your new product (sewn-in label with logo, embroidered logo, stamp on wood or jewelry, metal tag on jewelry, small label, swing tag)? - How will any packaging or wrapping required reflect your brand identity?	
Pricing	
- Set your price based on the cost of the product and the market prices of competitive products. Should your price be higher or lower than, or equal to, prices of competitive products?	
Promotion (public relations, social media, direct marketing and special programs)	
How will you promote your product? - Identify new photography requirements. - Develop or update Buyer Kit. - Develop or update website. - Launch new social media sites or use existing ones and develop a plan to keep them updated. - Develop a digital marketing program. - Identify any additional marketing activities to target your consumers. - Identify new consumer promotions. - Plan special programs (sample gifts, videos on product story or production process, discounts to retailers who feature products on social media sites).	
Place (where and how you sell products)	
- Will you sell through current direct-to-consumer or reseller sales channels? If so, how? - Will you target new sales channels? If so, how? - Do you plan to attend exhibitions or trade shows? - How will you merchandise in your own retail shop or market stall?	

Sales Channel Table: Direct-to-Consumer Sales

Local	Check	Regional (surrounding countries)	Check	International	Check
Embassy (exhibitions)		Regional Consumer Exhibition		International Consumer Exhibition	
NGO (exhibitions)		Own Retail Shop (in other country)		Personal Contacts	
Military Base (exhibitions)		Personal Contacts		E-commerce	
Hotel (exhibitions)		E-commerce		Other (describe)	
University (exhibitions)		Other (describe)			
Own Retail Shop or Workshop					
Own Market Stall					
Own Stall at Women's Market					
Personal Contacts					
E-commerce					
Other (describe)					

Sales Channel Table: Selling to Resellers

Local	Check	Regional (surrounding countries)	Check	International	Check
Shopkeeper at Market		Retailer		Retailer	
Retail Shop for Afghans		Afghan Trader (sells regionally)		Afghan Trader (sells internationally)	
Retail Shop for Foreigners		Importer		Importer	
Afghan Trader (sells locally)		NGO		NGO	
NGO		Other (describe)		Other (describe)	
Other (describe)					

Sales Tracking by Product

Product Code	Product Description	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Percent of Sales
Collection:															
Total Collection Sales															
Collection:															
Total Collection Sales															
Collection:															
Total Collection Sales															
Collection:															
Total Collection Sales															
														Total Sales	

Customer Satisfaction Survey

Customer Satisfaction Survey												
Please rate your level of satisfaction with our business and provide comments. Scale: 1–10 (1 = not satisfied and 10 = completely satisfied)												
Customer Satisfaction Questions	Rating										Comments	
	1	2	3	4	5	6	7	8	9	10		
1. Overall, how satisfied are you with us as a company?												
2. How satisfied are you with our customer service?												
3. How satisfied are you with our product design?												
4. How satisfied are you with our product quality?												
5. Do you think we offer good value?												
6. What do you like most about us?												
7. What can we do better?												

Goal-Setting Table

Business Focus	Where Are You Today? Status This Year	Where Are You Today? Status This Year	Where Do You Want to Go? Goals for Next Year
Sales	Annual sales		
Costs	Annual costs		
Profit	Annual profit or profit margin		
Sales: New Products	-What are your highest-selling products and product categories? Can they be expanded? -What new products can be developed? Should any products be discontinued?		
Sales: New and Current Customers	-In which sale channels do you have the highest sales? Can you increase sales in these channels? -What new sales channels can you try?		
Marketing	-What are your key marketing activities? -How can you improve your marketing?		
Production	-What are key production costs? -Are there opportunities to reduce your costs?		
Quality	-Number of quality issues (returns, customer complaints or internal tracking) -What is your main quality issue?		
Customer Satisfaction	-Score on customer satisfaction survey -Number of customer complaints		

Action Plan

Date:

Business Focus	Measurable Goal	Activity	Person Responsible	Deadline	Budget Required	On Target	Comments
Overall Goal:							
Sales: New Products							
Sales: New and Current Customers							
Marketing							
Production							
Quality							
Customer Satisfaction							

Budget for Action Plan

Item	Amount
Total Action Plan Budget	

Basic Budget Projection for Action Plan

Item	This Year (actual)	Next Year (estimate)	Year After Next (estimate)
Total Sales			
Total Direct Costs			
Total Indirect Costs			
Total Costs			
Percent of Sales			
Profit			
Profit Margin			

Product Testing Sheet

Name of Tester:

Product:

Target Consumer:

1. Which design and colour combination do you like best?

Answer the following questions for the design and colour you like best.

2. What do you like best about the design?

3. What changes, if any, would you make to the design?

A. Function or Use

B. Design

C. Material

D. Colour

E. Finishing

F. Size

G. Quality

4. Will the product work well in a collection?

5. Will you buy the product? Will my target consumer buy the product?

6. What price will consumers pay for it?

7. Additional comments:

Export Readiness Checklist

1. Has your business been successful in your local market for a period of time?
2. Do you have a good quality management program? Do you have a strong production process and good cash flow management?
3. Do you know your new target market? Has anyone from your company visited that market? Who is your competition in that market?
4. Why will your target consumers find your products compelling, competitive and credible? What is your brand promise?
5. Do you need to modify your products to meet requirements and preferences in your new target market?
6. Have you identified sales channels (exhibitions, traders, retailers) through which you can reach your target market? Have you used the Internet to find retail stores where you can sell your products — or have you visited those stores in person?
7. Can you identify, build relationships with and provide service to customers outside Afghanistan?
8. Can you price your products for export and still cover your costs?
9. Do you have a Buyer Kit with a Price List? Do you use social media or have an online presence? Is your photography good quality?
10. Do you have the extra time, money and other resources to become a successful exporter?
11. Is your business registered in Afghanistan? To register your business, visit the Afghanistan Investment Support Agency (AISA).

Pro Forma Invoice

To:
Address:

From:
Address:

Telephone:
Email:

Telephone:
Email:

Invoice #:
Invoice Date:
Country of Origin:
Mode of Transport:
Payment Terms:
Currency:

Product Code	Quantity	Product Description	Price per Unit	Total Price
			Subtotal	
			Shipping, Handling & Insurance Fees	
			Import Duties & Taxes	
			Other	
			Total	

Printed Name

Title

Date

Signature

Commercial Invoice

To:
Address:

From:
Address:

Telephone:
Email:

Telephone:
Email:

Invoice #:
Invoice Date:
Country of Origin:
Mode of Transport:
Net Weight:
Gross Weight:
Payment Terms:
Currency:

Product Code	Quantity	Product Description	Price per Unit	Total Price
			Subtotal	
			Shipping, Handling & Insurance Fees	
			Import Duties & Taxes	
			Other	
			Total	

Printed Name

Title

Date

Signature

Packing List

PO#:

Invoice #:

Invoice Date:

Ship Via:

Number of Boxes and Dimensions:

Ship From:

Ship To:

Item Number	Product Code	Product Description	Quantity Ordered	Quantity Shipped	Weight per Unit	Total Weight

Item Count: _____
Total Weight: _____

Authorized Signature

Date