

BUSINESS INFORMATION

NAME OF BUSINESS

TRADE NAME

CONTACT PERSON

BUSINESS ADDRESS

DAY/OFFICE PHONE

CELL PHONE

EMAIL ADDRESS

WEBSITE ADDRESS

BUSINESS INFORMATION:

1) Are you the majority owner or co-owner of the business? YES NO

2) Is this a family-run business? YES NO

3) Is the business your primary source of income? YES NO

4) Does the majority owner own 51% or more of the business? YES NO

5) Is the majority owner a United States Citizen or permanent resident? YES NO

6) Check any boxes if the majority owner identifies with any of the following:

_____ Female _____ Asian-Pacific

_____ African-American/Black _____ Native American

_____ Hispanic/Latino _____ LGBTQ

_____ Asian-Indian _____ Veteran

7) Is your business based in the U.S.? YES NO

8) Is your business home based? YES NO

9) 4-digit NAICS industry code, if known: _____

10) Year business was founded: _____

11) Number of employees: _____

12) How did you acquire the business?

___ Bought existing business ___ Started business

___ Merger or consolidation ___ Inherited

___ Other (explain) _____

13) Have you applied to the workshop before? YES NO

14) Are you certified or in the process of obtaining certification from any of the following?

___ National Minority Supplier Development Council (NMSDC)

___ Women's Business Enterprise National Council (WBENC)

___ National Veteran Owned Business Association

___ National LGBT Chamber of Commerce

___ Other (please specify) _____

BUSINESS DETAILS/BACKGROUND:

1) Please select your major product category:

___ Women's Apparel ___ Men's Apparel

___ Shoes ___ Handbags

___ Fashion Accessories ___ Jewelry

___ Beauty ___ Home

___ Other (explain) _____

2) Last Calendar Year's Gross Annual Sales:

___ Less than \$500,000 ___ Greater than \$1M

___ \$500,001-\$1,000,000

3) Legal Structure:

___ Proprietorship ___ Partnership ___ LLP

___ Corporation ___ LLC

4) Your Unique Business Proposition:
What makes your product unique?

5) Your Competitive Landscape:
Who do you consider your competitors and why?

6) Where can we view your Product?
(Please list store locations and/or online websites)

(CONTINUED)

PRODUCTION/LOGISTICS:

1) Merchandise production: (check one)

In facilities within the U.S. that are Electronic Data Interchange (EDI) compliant

In facilities within the U.S. not yet EDI compliant, but will be compliant within 30 days

In facilities outside the U.S. that are EDI compliant

In facilities outside the U.S. not yet EDI compliant, but will be compliant within 30 days

Other (explain)

2) What are your current manufacturing and replenishment capabilities?

3) Are your logistical functions off-shore compliant? YES NO

If yes, provide details:

4) Are you currently doing business with any Macy's or Bloomingdale's entity? YES NO

If yes, provide details:

5) Have you previously done business with any Macy's or Bloomingdale's entity? YES NO

If yes, provide details:

6) Is your business currently in need of funding/capital? YES NO

7) Prior Trade Names/Brands:

8) Business Awards/Professional Recognition/Editorial Credits

9) How did you hear about this program?

Community Partner

National Magazine

Newspaper

Website (please specify) _____

Facebook

Twitter

Radio

Brochure

Tradeshow/Conference Attendance

Instagram

Online Radio

Other (please specify) _____

WHAT'S YOUR STORY?

1) Please provide a 250-word biographical statement, including the story behind your brand. Please attach statement to application

VENDORS MUST ATTACH THE FOLLOWING DOCUMENTS

- 1. Photo IDs of all owners
- 2. Resumes of all owners
- 3. Two (2) years of financial statements
- 4. A lookbook and linesheets complete with wholesale costs and suggested retail price points

COMPLIANCE VERIFICATION

Each of the undersigned is at least 21 years old and is the owner or legally authorized to represent the owner of the business enterprise identified in the application. Each of the undersigned hereby agrees that all information submitted is accurate, complete and truthful, that all designs described and/or submitted are original and that the undersigned has the legal right to disclose/submit same. Each of the undersigned grants Macy's the right to use the application, together with the materials included with it, for the purpose of assessing such application and also represents and warrants that s/he has the right to enter into an agreement with Macy's with respect to the subject matter of such application. Each of the undersigned agrees that neither s/he nor any person making any claim derived from the undersigned shall assert any claim against Macy's, its parent, affiliates and/or any of their respective officers, directors, employees, agents, insurers, successors or assigns with respect to any information, submission or the undersigned's participation in the application process and/or the program.

To be signed by applicant and by any other owners of the business enterprise

NAME (PRINTED)

SIGNATURE

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