

DEALER PROFILE SHEET

Rev. 12/01/04

Please take the time to fill out this DEALER PROFILE SHEET so that we can better assess your needs and customize our service to you. The more information you give us, the better service we can provide. All information will be kept confidential, and will only be used by Murphy's Magic Supplies, Inc. THANK YOU in advance for your cooperation.

COMPANY NAME: _____

DATE: _____

OWNER/MANAGER: _____

ADDRESS: _____

PHONE NUMBER: _____

FAX NUMBER: _____

EMAIL: _____

WEBSITE: _____

1. Age of Business: _____

2. Is this a full-time or part-time business? _____

How many employees are in your company: _____

3. If part-time, what is/are your full-time or other part-time occupation/s? _____

4. What products do you sell? Please estimate as percentages:

Magic: _____

Juggling: _____

Costumes: _____

Novelties: _____

Other: _____

5. If you sell Magic, please estimate annual sales in each category:

Books: _____ Tricks: _____ Videos: _____ DVDs: _____ Other: _____

6. Describe your target market, defined as the MAIN types of people you are trying to do business with (i.e. beginning magicians, children, street magic, hobbyists, magic club members, close-up magicians, stage acts, tourists): _____

7. If you have a storefront, please fill out the following:
Number of locations: _____ How much space at each store: _____
Store hours: _____ Who does purchasing for each location: _____
How often do you publish newsletters: _____
8. Are you internet-based: _____ Website address: _____
How long has it been up and running: _____ Do you provide e-commerce: _____
9. What other channels do you use for selling your products: _____
10. How many magic conventions do you attend each year: _____
Do you provide a dealer's booth at these conventions: _____
11. How do/will you advertise your magic products: _____
12. What are your approximate yearly sales on magic products: _____
How much, on average, do you spend per month on magic inventory: _____
If this is a new company, what are your sales projections: _____
13. How many magic product suppliers do/will you use: _____
Where else does your company purchase inventory: _____
What characteristics do you look for in a magic supplier: _____

14. What is your competitive advantage within the magic industry: _____

15. How can Murphy's Magic Supplies, Inc. help increase your success: _____

16. What are your long-term goals for this business: _____

17. How did you first hear about Murphy's Magic Supplies, Inc.: _____

THANK YOU FOR TAKING THE TIME TO SHARE THIS INFORMATION WITH US