|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1.** | What percentage do you sell to | | | | Business | | | | | % | | | | Public | | | % | | |
| **2.** | Do you have a retail location? | | | | Yes | | | | |  | | | | No | | |  | | |
| **3.** | What percentage of sales will be from | | | Mail | | | % | | | | | Retail location | | | | | % | | |
|  | Telephone | | | | | | % | | | | | Internet | | | | | % | | |
| **4.** | Do you sell a service or product? | | | | Service | | | | |  | | | | Product | | |  | | |
| **5.** | What is the physical address of your business? | | | | | | | | | | | | |  | | | | | |
|  |  | | | | State | | | | |  | | | | ZIP | | |  | | |
| **6.** | Is the product stored at the above address? | | | | Yes | | | | |  | | | | No | | |  | | |
| **7.** | If not stored onsite, please provide address where product is held. | | | | | | | | | | | | |  | | | | | |
|  |  | | | | State | | | | |  | | | | ZIP | | |  | | |
| **8.** | Do you own the product/inventory? | | | | Yes | | | | |  | | | | No | | |  | | |
| **9.** | Do you sell | | | | Nationally | | | | |  | | | | Locally | | |  | | |
| **10.** | Who is your current bankcard processor? | | | |  | | | | | | | | | | | | | | |
| **11.** | How many chargebacks did you have for the previous year? | | | | | | | | | | | | |  | | | | | |
|  | What was the total dollar amount for those chargebacks? | | | | | | | | | | | | | $ | | | | | |
| **12.** | When do you charge the customer? | | | | Shipment | | | |  | | | | | Order | | |  | | |
| **13.** | How many days from the time of order does it take to deliver merchandise to the customer? | | | | | | | | | | | | | | | | | | |
|  | 1–7 days |  | 8–14 days | | |  | | 14+ days | | | | | | | |  | |  | |
| **14.** | Are any other companies involved in the accepting, shipping, or fulfilling the service or product or the billing of the customer (i.e. fulfillment house)? | | | | | | | | | | Yes | |  | | No | | | |  |
| **15.** | If yes, who are they and what do they do? Use a separate sheet if necessary. | | | | | | | | | | | | | | | | | | |
|  |  | | | | | | | | | | | | | | | | | | |
| **16.** | How do you advertise? (Catalogs, magazines, TV, Internet, etc. List all that apply.) | | | | | | | | | | | | | | | | | | |
|  |  | | | | | | | | | | | | | | | | | | |
| **17.** | Please describe your refund policy. | | | |  | | | | | | | | |  | | | | | |
|  |  | | | | | | | | | | | | | | | | | | |



Internet / MOTO Merchant Questionnaire