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SELECTING PRODUCTS

THE ABCs
OF THE
PRODUCT
SELECTION
PROCESS
SAQ

The Category Management Department is responsible for all aspects of product management: product diversification, product selection, data integrity, price negotiation, category development and, last but not least, maintaining good business relations between the SAQ and its suppliers of beverage alcohol products and their agents. To do so, five (5) account managers are respectively responsible for the following product portfolios:

- Spain, Portugal and the New World
- Americas, Low Price and other formats
- France
- Italy and various countries
- Celebrations, Espace cocktail, SAQ Dépôt, coolers and beers

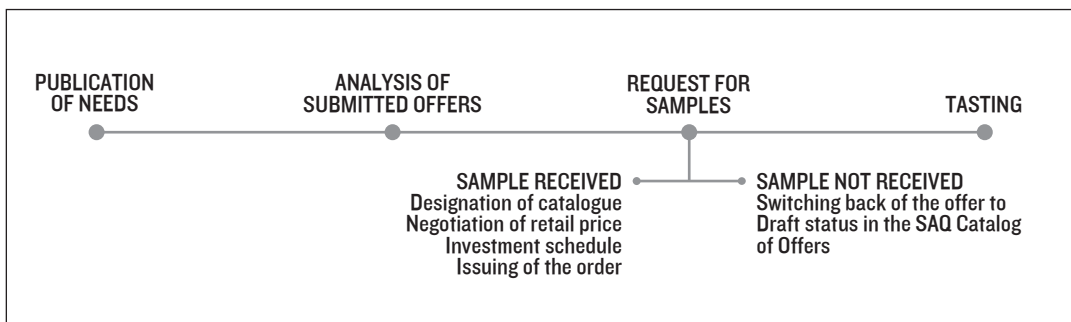
The teams select the products that will sold at the SAQ through one of the **product distribution channels**

When the analysis period begins, product samples will be requested for tasting by a committee. Emphasis will be placed on the product's quality-price ratio. If a product makes it to the next step, the catalogue it will be in will be determined and negotiations will be held with the supplier to obtain the most competitive retail price. For regular products, an investment schedule will be established in collaboration with the supplier/agent.

In some cases, before the order is issued, the supplier/agent and the SAQ will enter into a risk-sharing agreement covering supply of the product and establishing a special method for managing its stocks (see this **example**).

All offers examined will receive a reply. Here are the **definitions of each status** used in the SAQ Catalog of Offers.

Some steps have deadlines you are required to meet. Failing to do so will delay the processing of the offer and may result in its complete refusal. If an offer is refused, for whatever reason, its status is changed to Draft, so that it can be updated for a future analysis period.



STEP 4
PROCURING
PRODUCTS