

BUSINESS INFORMATION:

NAME OF BUSINESS _____

TRADE NAMES _____

CONTACT PERSON _____

BUSINESS ADDRESS _____

BUSINESS CITY/STATE/ZIP _____

DAY/OFFICE PHONE _____

CELL PHONE _____

EMAIL ADDRESS _____

WEBSITE ADDRESS _____

BACKGROUND 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? YES NO

6) What is the majority owner's ethnicity?
 African-American/Black
 Asian-Indian
 Asian-Pacific
 Caucasian/White
 Hispanic/Latino
 Native American

7) What is the majority owner's gender?
 Female
 Male

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

9) Is your business home based? YES NO

10) 4-digit NAICS industry code, if known: _____

11) Year business was founded: _____

12) Number of employees: _____

13) How did you acquire the business?
 Bought existing business Started business
 Merger or consolidation Inherited
 Other (explain) _____

14) Are you certified or in the process of obtaining certification from any of the following certifying bodies?
 National Minority Supplier Development Council (NMSDC)
 Women's Business Enterprise National Council (WBENC)
 Other (please specify) _____

15) Have you applied to this program before? YES NO

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) Gross Annual Sales (previous calendar year): \$ _____

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 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
- Workshop Alum
- Referral
- Blog
- Macy's Event
- Other (please specify) _____

WHAT IS YOUR STORY?

Please attach a 250-word biographical statement, including the story behind your brand/line.

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

TITLE

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