

Customer Analysis Form	Customer _____						
Salesperson _____	Address _____						
Products _____	Buy class				new buy	straight re-buy	Telephone number _____
_____						modified re-buy	
Date of analysis _____	_____						
Date of reviews _____	_____						
Member of Decision Making Unit (DMU)	Production	Sales & Marketing	Research & Development	Finance & Accounts	Purchasing	Data Processing	Other
Buy Phase	Name						
1 Recognises need or problem and works out general solution	_____	_____	_____	_____	_____	_____	_____
2 Works out characteristics and quantity of what is needed	_____	_____	_____	_____	_____	_____	_____
3 Prepares detailed specification	_____	_____	_____	_____	_____	_____	_____
4 Searches for and locates potential sources of supply	_____	_____	_____	_____	_____	_____	_____
5 Analyses and evaluates tenders, plans, products	_____	_____	_____	_____	_____	_____	_____
6 Selects supplier	_____	_____	_____	_____	_____	_____	_____
7 Places order	_____	_____	_____	_____	_____	_____	_____
8 Checks and tests products	_____	_____	_____	_____	_____	_____	_____
Factors for consideration	1 price	4 back-up service	7 guarantees and warranties				
	2 performance	5 reliability of supplier	8 payment terms, credit or discount				
	3 availability	6 other users' experience	9 other, eg. past purchases, prestige, image, etc.				