



*Recommended Application Center Questionnaire*

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***A. Application Center Contact Information***

**1. Name of Company:** \_\_\_\_\_

**2. Address of Company:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**3. SALES LOGIX Account Number:** \_\_\_\_\_  
**(if SWAROVSKI customer)**

**4. Home Page:** \_\_\_\_\_

**5. AC Contact Person (acc. to SalesLogix):** \_\_\_\_\_

**6. E-mail Address of Contact Person** \_\_\_\_\_

**7. Function (acc. to SalesLogix):** \_\_\_\_\_

**8. Contact Language:** \_\_\_\_\_

**9. Service Level of client (according to SalesLogix):**

1                       2                       3

**10. For how long does the AC operate within the application business of your market?**

< 3 Years                       4-10 Years                       > 11 Years

**11. Is the AC a client of SWAROVSKI?**

Yes     No

**12. If yes, for how long is the AC client of SWAROVSKI?**

Number of years                       Number of months

## ***B. Production Information***

### ***B 1. Workforce***

**13. Please describe AC's workforce by answering the questions below.**

Total number of workforce (including home workers)

Total number of home workers

Average working hours / week of home workers

Number of qualified (trained) employees

Average working hours / week of qualified employees

Which and from whom do the employees and home workers receive training?

\_\_\_\_\_

How often do employees and homeworkers receive this training?

Once

If more, how often

For each new task

Remark

\_\_\_\_\_

### **B 2. International Regulations**

**14. Does the AC's general business as well as production process comply with national safety, health, and environmental standards and statutes?**

Yes

No

No information

**15. Does the AC comply with national laws and statutes of forced and child labour?**

Yes

No

No information

**16. Does the AC's general business as well as production process comply with international safety, health, and environmental standards and statutes?**

Yes

No

No information

**17. Does the AC comply with international laws and statutes of forced and child labour?**

Yes

No

No information

***B 3. Application Equipment***

**18. Please indicate which Hot Fix equipment the AC uses?  
Please indicate the number, size and type/brand of equipment used.**

**Roll Press**

Appropriate  Yes  No  
 Pcs  Size  Type/Brand

**Heat Press Single Plate**

Appropriate:  Yes  No  
 Pcs  Size  Type/Brand   
 Mechanism/Powered  Manual/Pneumatic/Hydraulic/Electric/Other  
 Swing mechanism  Scissor mechanism

**If more than one Type:**

Appropriate:  Yes  No  
 Pcs  Size  Type/Brand   
 Mechanism/Powered  Manual/Pneumatic/Hydraulic/Electric/Other  
 Swing mechanism  Scissor mechanism

**Heat Press Double Plate**

Appropriate:  Yes  No  
 Pcs  Size  Type/Brand   
 Mechanism/Powered  Manual/Pneumatic/Hydraulic/Electric/Other  
 Swing mechanism  Scissor mechanism

**If more than one Type**

Appropriate:  Yes  No  
 Pcs  Size  Type/Brand   
**Mechanism/Powered**  Manual/Pneumatic/Hydraulic/Electric/Other  
 Swing mechanism  Scissor mechanism

Remark: \_\_\_\_\_

**Household Iron**

Steam iron  Yes  No  
 Appropriate  Yes  No  
 Pcs  Type/Brand

**Industrial Iron**

Steam iron  Yes  No  
 Appropriate  Yes  No  
 Pcs  Type/Brand

**Ultrasonic Basic**

Appropriate  Yes  No  
 Pcs  Type/Brand

**Ultrasonic Advanced**

Appropriate  Yes  No  
 Pcs  Type/Brand

**Robo Stick (or equivalent)**

Appropriate  Yes  No  
 Pcs  Type/Brand

**Single Stone Setting Machine**

Appropriate  Yes  No  
 Pcs  Type/Brand

**Other**

Appropriate  Yes  No  
 Pcs  Type/Brand

**Please specify** \_\_\_\_\_

Remark: \_\_\_\_\_

**19. Please indicate which additional Hot Fix material the AC uses?  
Please indicate the number, size and type/brand of equipment used.**

|                   | Appropriate |                          | Too Soft | Too Firm                 | Thickness                       |
|-------------------|-------------|--------------------------|----------|--------------------------|---------------------------------|
| Silicone Foam Pad | Yes         | <input type="checkbox"/> | No       | <input type="checkbox"/> | <input type="text" value="mm"/> |
| Felt              | Yes         | <input type="checkbox"/> | No       | <input type="checkbox"/> | <input type="text" value="mm"/> |
| Foam              | Yes         | <input type="checkbox"/> | No       | <input type="checkbox"/> | <input type="text" value="mm"/> |
| Teflon foil       | Yes         | <input type="checkbox"/> | No       | <input type="checkbox"/> | <input type="text" value="mm"/> |
| Ironing cloth     | Yes         | <input type="checkbox"/> | No       |                          |                                 |
| Others            | Yes         | <input type="checkbox"/> | No       |                          |                                 |
| Please specify    | _____       |                          |          |                          |                                 |
| Remark:           | _____       |                          |          |                          |                                 |

**20. Please indicate which sewing equipment the AC uses?  
Please indicate the number, size and type/brand of equipment used.**

**Sewing Machines:**

|                            | Appropriate |                          | Pcs | Type/Brand           |
|----------------------------|-------------|--------------------------|-----|----------------------|
| Household                  | Yes         | <input type="checkbox"/> | No  | <input type="text"/> |
| Industrial features zigzag | Yes         | <input type="checkbox"/> | No  | <input type="text"/> |
| Others appropriate         | Yes         | <input type="checkbox"/> | No  | <input type="text"/> |
| Please specify             | _____       |                          |     |                      |
| Remark:                    | _____       |                          |     |                      |

**21. Please indicate which mechanical application equipment / devices / presses the AC uses? Please indicate the number, size and type/brand of equipment used.**

|                  | Appropriate |                          | Pcs | Type/Brand           |
|------------------|-------------|--------------------------|-----|----------------------|
| Manual (Presses) | Yes         | <input type="checkbox"/> | No  | <input type="text"/> |
| Semi-automatic   | Yes         | <input type="checkbox"/> | No  | <input type="text"/> |
| Full-automatic   | Yes         | <input type="checkbox"/> | No  | <input type="text"/> |
| Other            | Yes         | <input type="checkbox"/> | No  | <input type="text"/> |
| Tooling/Dies     | Yes         | <input type="checkbox"/> | No  | <input type="text"/> |
| Please specify   | _____       |                          |     |                      |
| Remark:          | _____       |                          |     |                      |

**B 4. Technical Condition of Application Equipment**

**22. Please indicate the technical condition of the application equipment named below?**

|                              | Good                     | Sufficient               | Insufficient             |
|------------------------------|--------------------------|--------------------------|--------------------------|
| Roll Press                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Heat Press Single Plate      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Heat Press Double Plate      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Household Iron               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Industrial Iron              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ultrasonic Basic             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ultrasonic Advanced          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Robo Stick (or equivalent)   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Single Stone Setting Machine | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Additional Hot Fix Equipment | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sewing machine               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Presses                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Tooling                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| _____                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| _____                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| _____                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Remark: \_\_\_\_\_

**B. 5 Transfer Production**

**23. Does the AC produce Transfers?**

Yes

No

If yes, please continue with following questions

**24. Please describe the history of Transfer making within the company?**

When did the AC start making Transfers?

Did AC start with SWAROVSKI-Crystal or Non-Swarovski crystals?

Development steps until today

**25. Which design software is used?**

No software is used

Corel Draw                      No. of Lic./User                       Version

SC-Office / SC-CAD                      No. of Lic./User                       Version

Other                      No. of Lic./User                       Name of Software

Please specify

Remark:

**26. How is the Transfer produced?**

|              |                      |                      |                      |                      |
|--------------|----------------------|----------------------|----------------------|----------------------|
| Hand setting | Total No. of workers | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|              |                      |                      | In-house             | Outsourced           |

|                |                      |                      |                      |                      |
|----------------|----------------------|----------------------|----------------------|----------------------|
| With Templates | Total No. of workers | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|----------------|----------------------|----------------------|----------------------|----------------------|

|                                    |     |                      |            |                      |
|------------------------------------|-----|----------------------|------------|----------------------|
| Automatic Transfer Setting Machine | Pcs | <input type="text"/> | Type/Brand | <input type="text"/> |
|------------------------------------|-----|----------------------|------------|----------------------|

|                          |     |                      |            |                      |
|--------------------------|-----|----------------------|------------|----------------------|
| If additional Type/Brand | Pcs | <input type="text"/> | Type/Brand | <input type="text"/> |
|--------------------------|-----|----------------------|------------|----------------------|

If automatic setting max. No. of elements

Remark:

**27. Which are the most frequent elements and combinations in Transfer-Making?**

Kind/Size of Element  % of all Elements

Kind/Size of Element  % of all Elements

Kind/Size of Element  % of all Elements

What is the highest number of elements in one Transfer the AC can produce?

What is the average number of elements in one Transfer the AC produces?

Average ratio of elements used for Transfers?

Crystal %      Metallic %      Creation %

..... %      ..... %      ..... %

Please specify \_\_\_\_\_

**28. Do some combination of elements cause problems, if so what are the problems?**

Please specify \_\_\_\_\_

If working with templates, please continue with following question.

**29. Which machines are used for making templates?**

Using press and punching tools      Pcs       Type/Brand

Drilling machine      Pcs       Type/Brand

Laser-Cutting      Pcs       Type/Brand

Engraving machine      Pcs       Type/Brand

Other      Pcs

Please specify \_\_\_\_\_

Remark: \_\_\_\_\_



**30. Which material is used for making template?**

|                 |                      |                      |   |    |  |  |  |  |  |  |  |    |
|-----------------|----------------------|----------------------|---|----|--|--|--|--|--|--|--|----|
| Basic late      | <input type="text"/> | Thickness            | <input type="text"/>  | mm |  |  |  |  |  |  |  |    |
| Cardboard       | <input type="text"/> | Thickness<br>Element | <table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 15px;"></td> <td style="width: 20px; height: 15px;"></td> <td style="width: 20px; height: 15px;"></td> <td style="width: 20px; height: 15px;"></td> </tr> <tr> <td style="width: 20px; height: 15px;"></td> <td style="width: 20px; height: 15px;"></td> <td style="width: 20px; height: 15px;"></td> <td style="width: 20px; height: 15px;"></td> </tr> </table> |    |  |  |  |  |  |  |  | mm |
|                 |                      |                      |   |    |  |  |  |  |  |  |  |    |
|                 |                      |                      |   |    |  |  |  |  |  |  |  |    |
| Wooden Plate    | <input type="text"/> | Thickness            | <input type="text"/>  | mm |  |  |  |  |  |  |  |    |
| Synthetic plate | <input type="text"/> | Thickness            | <input type="text"/>  | mm |  |  |  |  |  |  |  |    |
| Metal Plate     | <input type="text"/> | Thickness            | <input type="text"/>  | mm |  |  |  |  |  |  |  |    |
| Other           | <input type="text"/> | Thickness            | <input type="text"/>  | mm |  |  |  |  |  |  |  |    |

Please specify \_\_\_\_\_

Remark: \_\_\_\_\_

**31. Please specify the making of templates?**

|   |               |                      |
|---|---------------|----------------------|
| How long does it take to make a template? | Minutes       | <input type="text"/> |
| How long do templates last?               | Times sieving | <input type="text"/> |
| How many templates are made per week      |               | <input type="text"/> |

**32. Please provide Transfer performance data?**

|                     |                      |                      |
|---------------------|----------------------|----------------------|
| Hand setting        | No. of elements/hour | <input type="text"/> |
| Template production | No. of elements/hour | <input type="text"/> |

**33. Which machines are used for automatic transfer setting (Transfer Setting Machine)?**

|                           |                           |                           |
|---------------------------|---------------------------|---------------------------|
| N&H                       | YongNam                   | Other                     |
| pcs. <input type="text"/> | pcs. <input type="text"/> | pcs. <input type="text"/> |

Please specify \_\_\_\_\_

Remark: \_\_\_\_\_

**34. Please provide performance data of the Transfer setting machine?**

How many elements can be set per hour (average)?

How many different elements can be set?

What is the smallest possible size of elements?

What is the biggest possible size of element?

What different elements can be used (Crystals, Metallics, Pearls)?

Set-up times to change color/element (average)? Minutes

**35. Which Transfer foil does the AC use?**

Manufacturer/Country  Appellation

Width/Length of roll  Costs/Unit

**36. Please specify the quality of the Transfer foil?**

How would you rate the quality of transfer film in reference to market standards?

- Above market standard       Equal to market standard       Below market standard

How does SWAROVSKI rate the quality of Transfer film in reference to Swarovski standard-foil?

- Above market standard       Equal to market standard       Below market standard

Remark: \_\_\_\_\_

**B. 6 Application Service**

**37. Please describe the history of application service within the company?**

When did the AC start providing application service?

Did AC start with SWAROVSKI-Crystal or Non-Swarovski crystals?

Development steps until today

**38. Which application services does the AC offer for SWAROVSKI Crystals?**

|  | In-house             | Outsourced           |
|--|----------------------|----------------------|
| Application of Transfers from own production<br><input type="checkbox"/> Yes <input type="checkbox"/> No       | <input type="text"/> | <input type="text"/> |
| Application of Transfers from Swarovski production<br><input type="checkbox"/> Yes <input type="checkbox"/> No | <input type="text"/> | <input type="text"/> |
| Swarovski Single Stone Application<br><input type="checkbox"/> Yes <input type="checkbox"/> No                 | <input type="text"/> | <input type="text"/> |
| Non-Swarovski Single Stone Application<br><input type="checkbox"/> Yes <input type="checkbox"/> No             | <input type="text"/> | <input type="text"/> |
| Mechanical Application e.g. Rivets, Buttons, etc.<br><input type="checkbox"/> Yes <input type="checkbox"/> No  | <input type="text"/> | <input type="text"/> |
| Beading<br><input type="checkbox"/> Yes <input type="checkbox"/> No  | <input type="text"/> | <input type="text"/> |
| Sewing<br><input type="checkbox"/> Yes <input type="checkbox"/> No   | <input type="text"/> | <input type="text"/> |
| If yes, list Items:  |                      |                      |
| Trimmings      Sew-on Buttons      Sew-on Crystals      Magnet Fastener      Crystal Yarn                      | <input type="text"/> | <input type="text"/> |
| Other please indicate <input type="text"/>   |                      |                      |

**39. Does the AC process non-Swarovski products?**

|   | In-house                           | Outsourced                       |
|---|------------------------------------|----------------------------------|
| <input type="checkbox"/> Yes <input type="checkbox"/> No                          | <input type="text"/>               | <input type="text"/>             |
| Percentage of SWAROVSKI to Non-SWAROVSKI products applied                         |                                    | <input type="text"/> % Swarovski |
| Please indicate percentage of each product group as share of all products applied |                                    |                                  |
|   | <b>Application Service % share</b> |                                  |
| Swarovski Transfers   |                                    | <input type="text"/>             |
| Non-Swarovski Transfers   |                                    | <input type="text"/>             |
| Swarovski Flat Backs Hot fix  |                                    | <input type="text"/>             |
| Non-Swarovski Flat Backs Hot fix  |                                    | <input type="text"/>             |
| Swarovski Flat Backs No Hot fix   |                                    | <input type="text"/>             |
| Non-Swarovski Flat Backs No Hot fix   |                                    | <input type="text"/>             |
| Crystal Mesh  |                                    | <input type="text"/>             |
| Crystal Fabric  |                                    | <input type="text"/>             |
| Crystal Yarn  |                                    | <input type="text"/>             |
| Swarovski Cupchains and Findings  |                                    | <input type="text"/>             |
| Non-Swarovski Cupchains and Findings  |                                    | <input type="text"/>             |
| Swarovski Zippers   |                                    | <input type="text"/>             |
| Non-Swarovski Zippers   |                                    | <input type="text"/>             |
| Swarovski Metal Trimmings   |                                    | <input type="text"/>             |
| Non-Swarovski Metal Trimmings   |                                    | <input type="text"/>             |
| Swarovski Plastic Trimmings   |                                    | <input type="text"/>             |
| Non-Swarovski Plastic Trimmings   |                                    | <input type="text"/>             |
| Swarovski Beads, Pearls, Buttons, Pendants  |                                    | <input type="text"/>             |
| Non-Swarovski Beads, Pearls, Buttons, Pendants                                    |                                    | <input type="text"/>             |
| Crystal Glace   |                                    | <input type="text"/>             |
| Other   |                                    | <input type="text"/>             |
| Total Application Service   |                                    | <b>100%</b>                      |

Remark: \_\_\_\_\_

**40. Which other Non-Swarovski products and materials does the AC apply?**

|                    | Application Service % share |
|--------------------|-----------------------------|
| Metallics          | <input type="text"/>        |
| Wooden elements    | <input type="text"/>        |
| Stones (gemstones) | <input type="text"/>        |
| Plastics           | <input type="text"/>        |
| Ceramics           | <input type="text"/>        |
| Other              | <input type="text"/>        |
| Please specify     | _____                       |
| Remark:            | _____                       |

**41. List any other services offered to SWAROVSKI customer (e.g. printing, cutting) if not mentioned above?**

Please specify \_\_\_\_\_

**42. Please indicate ratio of crystal textile application on finished garments in relation to crysal textile application on pattern?**

Application on finished Garments  %

Application on pattern  %

| 43. Please indicate the ratio of crystal textile application as share of application turnover (\$):                   |                        |
|---|------------------------|
|   | % Share (\$)           |
| <b>Classical Apparel</b><br>Prêt à Porter, Haute Couture - Womenswear/Menswear  | <input type="text"/> % |
| <b>Casual and Sportswear</b><br>Denim, Sportswear, Streetwear, Casual wear, Performance apparel                       | <input type="text"/> % |
| <b>Traditional</b><br>Traditional clothing (Abaya ...), Atelier & souk and bazaar                                     | <input type="text"/> % |
| <b>Dancesports &amp; Showbiz</b><br>Ballroom Dancing Outfits, Figure skating, Film industry, Carnival, Beauty context | <input type="text"/> % |
| <b>Lingerie and Swimwear</b><br>Lingerie & Swimwear specialists, Fashion & designers collection                       | <input type="text"/> % |
| <b>Children and Junior</b><br>Children specialists, Fashion & designers collection                                    | <input type="text"/> % |
| <b>Wedding Fashion</b><br>Wedding specialists   | <input type="text"/> % |
| <b>Embroideries, Yarn &amp; Fabrics</b>   | <input type="text"/> % |

## **B. 7 Quality Assurance**

### **44. Does the AC run a quality control for Transfers & application?**

For Transfer making  Yes  No

If yes, how is the quality control done?

Please specify \_\_\_\_\_

For application  Yes  No

If yes, how is the quality control done?

Please specify \_\_\_\_\_

### **45. How does AC rate the quality of transfer making in reference to market standards?**

Below Market Standard  Equal to market standard  Above market standard

### **46. How does AC rate the lead-time of Transfer making orders in reference to market standards?**

Below Market Standard  Equal to market standard  Above market standard

### **47. How does AC rate the quality of Crystal-Application in reference to market standards?**

Below Market Standard  Equal to market standard  Above market standard

### **48. How does AC rate the lead-time of application orders in reference to the market standard?**

Below Market Standard  Equal to market standard  Above market standard

### **49. How does AC rate the reliability of the lead-time in reference to market standard?**

Reliable  Medium reliable  Not reliable

**50. Does the AC run pre-application tests prior application orders?**

Yes

No

If, yes how often      Frequently %      Occasionally %

**51. Does the AC run quality control systems for Hot Fix applications?**

Yes

No

If yes, please indicate which quality control system is used for HF applications?  
Additionally please specify how often the quality tests of HF applications are executed?

|                     | Yes / No             | 100% Test            | Frequently           | Occasionally         |
|---------------------|----------------------|----------------------|----------------------|----------------------|
| Fingernail Test     | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Washing Tests       | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Dry Cleaning Tests  | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Shear Strength Test | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

Other (please specify) \_\_\_\_\_

Remark: \_\_\_\_\_

**52. Does the AC keep on the 24 hour rule for HF application before executing quality tests?**

Yes

No



**53. Does the AC run quality control systems for application equipment?**

Yes

No

If yes, please indicate which quality control system is used?

How often are these tests executed?

|                                  | Yes / No                 | Daily                    | Weekly                   | Monthly                  |
|----------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Temperature check                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Plan-parallel closing            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Heat distribution                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Condition of underlay/pad/Teflon | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Others                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Please specify \_\_\_\_\_

Remark: \_\_\_\_\_

**54. Does the AC hold a quality certificate?**

ISO Certificate

Yes

Please Specify \_\_\_\_\_

No

OekoTex

Yes

No

Other Quality Certificate (Please specify) \_\_\_\_\_

**B. 8 Performance / Capacities**

**55. How many Transfers are produced per week?**

|                      |   |                      |   |                       |
|----------------------|---|----------------------|---|-----------------------|
| No. of Transfers     | X | Elements/Transfer    | = | Total No. of Elements |
| <input type="text"/> |   | <input type="text"/> |   | <input type="text"/>  |

**56. How many Crystals are applied per week (Transfers and single Flat Back Hot Fix)?**

**1.) Transfers**

|                      |   |                      |   |                       |
|----------------------|---|----------------------|---|-----------------------|
| No. of Transfers     | X | Elements/Transfer    | = | Total No. of Elements |
| <input type="text"/> |   | <input type="text"/> |   | <input type="text"/>  |

**2.) Flat Back Hot Fix**

|                   |                            |                      |
|-------------------|----------------------------|----------------------|
| Flat Back Hot-Fix | Total No. of elements/week | <input type="text"/> |
|-------------------|----------------------------|----------------------|

If others, please indicate: \_\_\_\_\_

**57. What does AC consider as a small / medium / large Transfer production order?**

**Small production order:**

|                      |   |                        |   |                             |
|----------------------|---|------------------------|---|-----------------------------|
| No. of Motives/Order | X | No. of Elements/Motive | = | Total No. of Elements/Order |
| <input type="text"/> |   | <input type="text"/>   |   | <input type="text"/>        |

**Medium production order:**

|                      |   |                        |   |                             |
|----------------------|---|------------------------|---|-----------------------------|
| No. of Motives/Order | X | No. of Elements/Motive | = | Total No. of Elements/Order |
| <input type="text"/> |   | <input type="text"/>   |   | <input type="text"/>        |

**Large production order**

|                      |   |                        |   |                             |
|----------------------|---|------------------------|---|-----------------------------|
| No. of Motives/Order | X | No. of Elements/Motive | = | Total No. of Elements/Order |
| <input type="text"/> |   | <input type="text"/>   |   | <input type="text"/>        |

**58. What is the average lead time for Transfer production orders?  
(Production only - without delivery time)**

How long does the AC need to produce a small / medium / large transfer order?

**Small Order**

|                 |                      |                |                      |
|-----------------|----------------------|----------------|----------------------|
| Number of hours | <input type="text"/> | Number of days | <input type="text"/> |
|-----------------|----------------------|----------------|----------------------|

**Medium order**

|                 |                      |                |                      |
|-----------------|----------------------|----------------|----------------------|
| Number of hours | <input type="text"/> | Number of days | <input type="text"/> |
|-----------------|----------------------|----------------|----------------------|

**Large order**

|                 |                      |                |                      |
|-----------------|----------------------|----------------|----------------------|
| Number of hours | <input type="text"/> | Number of days | <input type="text"/> |
|-----------------|----------------------|----------------|----------------------|

**59. What does the AC consider as a small / medium / large Application order and what is the average lead time?**

|                          | No. of Motives       | No. of Elements      | No. of Hours         | Days                 |
|--------------------------|----------------------|----------------------|----------------------|----------------------|
| Small application order  | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Medium application order | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Large application order  | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

## B.9 Calculation & Turnover

### 60. How would you rate the price structuring in reference to market standard?

Above market standard       Equal to market standard       Below market standard

### 61. Please indicate rules for basic price calculation of SWAROVSKI Transfers & Application

#### 1.) Transfer Making (please cross out what is not part of calculation)

Crystal (Code 18) + Stone-Setting-Costs per single stone and varying with stone c    Yes  No

Crystal (Code 18) + Flat rate per Transfer motive + Costs of Foil + % Mark Up    Yes  No

Other or any additional costs    Yes  No

Please specify \_\_\_\_\_

#### 2.) Transfer Application (please cross out what is not part of calculation)

Transfer costs + flat rate per Transfer motive + % Mark Up    Yes  No

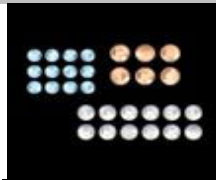
Other costs    Yes  No

Please specify \_\_\_\_\_

### 62. Please complete the following examples:



| Transfer Making & Application<br>One Colour / Size |  |
|--|--|
| Art: 2028  |  |
| 32 pcs of SS 6                                     |  |
| Price of Crystals                                  |  |
| Price of Foil                                      |  |
| Flat rate per Transfer design                      |  |
| Stone-Setting-Costs                                |  |
| Mark Up %  |  |
| Other Costs  |  |
| Costs of Transfer                                  |  |
| Costs of Transfer Application                      |  |
| Mark Up %  |  |
| Other Costs  |  |
| Total for Transfer & Application                   |  |
| Equivalent with # 10030 Code 18 = € 0,66           |  |



| Transfer Making & Application<br>Multiple Colours / Sizes |  |
|---|--|
| Art: 2028   |  |
| 12 pcs SS6, 12 pcs SS8, 6 pcs SS10                        |  |
| Price of Crystals   |  |
| Price of Foil   |  |
| Flat rate per Transfer design                             |  |
| Stone-Setting-Costs                                       |  |
| Mark Up %   |  |
| Other Costs   |  |
| Costs of Transfer   |  |
| Costs of Transfer Application                             |  |
| Mark Up %   |  |
| Other Costs   |  |
| Total for Transfer & Application                          |  |
| Equivalent with # 11406 Code 18 = € 0,76                  |  |

**63. What is the price difference of a Transfer motive when set with full SWAROVSKI Crystals compared with Non SWAROVSKI ?**

%

**64. Does the AC use Swarovski Crystals and Non-Swarovski-Crystals within same Transfer?**

Yes

No

If yes please indicate average ratio  %

**65. Does the AC use Swarovski Crystals and Non-Swarovski-Crystals within same application?**

Yes

No

If yes please indicate average ratio  %

**66. Do customers get informed about the ratio of Swarovski / Non-Swarovski elements?**

Yes

No

If no, why not? \_\_\_\_\_

**67. What is the average hit-ratio of inquiries to orders?**

How many inquiries does AC receive per month? No. of inquiries

How many orders do result from these inquiries?  %

**68. If the inquiry does not become an order, what are the main reasons?**

Price

Delivery time

Lack of capacity

Other

Please specify. \_\_\_\_\_

**69. Please indicate AC's turnover for each of SWAROVSKI's product group per year!**

Net Sales of SWAROVSKI Transfer  x € 1.000,-

Net Sales of SWAROVSKI Flatback Hot Fix  x € 1.000,-

Net Sales of SWAROVSKI Flat Back No Hot Fix  x € 1.000,-

Net Sales of other SWAROVSKI products  x € 1.000,-

### **C. General Information**

**70. When was AC established?**

Year

**71. What is the core competence / business of AC, please specify:**

Did the AC develop out of a different core competence/business, if yes please specify?

**72. Please indicate the percentage of each segment in relation to total business (\$ share)**

|                         | Tick here                | % Share (\$)           |
|-------------------------|--------------------------|------------------------|
| Textile                 | <input type="checkbox"/> | <input type="text"/> % |
| Accessories             | <input type="checkbox"/> | <input type="text"/> % |
| Interior                | <input type="checkbox"/> | <input type="text"/> % |
| Jewellery               | <input type="checkbox"/> | <input type="text"/> % |
| Other<br>Please specify | <input type="checkbox"/> | <input type="text"/> % |

**73. Since the AC established business with SWAROVSKI products, what is the level of awareness within Transfer / application business in the domestic Market?**

Very well known       Well known       Barely known

**74. Since the AC established business with SWAROVSKI products, what is the level of awareness of the AC within Transfer / application business in the international business?**

Very well known       Well known       Barely known

**75. Since the AC established business with SWAROVSKI products, what is the level of reputation within Transfer / application business overall?**

Excellent reputation       Good reputation       Average reputation

**76. Does the AC comprise an established customer base?**

Yes, national       Yes, international       Yes, national and international       No

**77. Please quote reference Customer/Brands:**

**Domestic**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Exporters**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**78. Please describe the location of the AC?**

Industrial development area      City      Suburb      Country side

**79. How is the distance to customers of the domestic market?**

Nearest Customer       Farthest Customer

How is transportation to Customers organized, please specify: \_\_\_\_\_

**Approach of AC:**

Very convenient       Easy       Difficult

If AC has outsourced capacity, how is transportation organized (international and national):

\_\_\_\_\_

**80. Please describe the AC's building by specifying below.**

**How is the general appearance:**

- Impressive                       Appropriate                       Could be better

**How is the climate condition:**

- Aircon                       Ceiling fan                       Open windows                       No air exchange

Remark: \_\_\_\_\_

**How is the illumination:**

- Well illuminated                       Appropriate                       Could be better

**How much space does the AC have:**

- Very spacious                       Adequate space                       Lack of space

**How much working space is there in production:**

- Very spacious                       Adequate space                       Lack of space

**How much parking space is there:**

- Very clean                       Adequate clean                       Need improvement

**Are there possibilities for operating expansions:**

- Yes                       No                       Limited

**Does the AC communicate intentions for operating expansion:**

- Yes                       No                       If yes, when

**How clean is the AC's site:**

- Very spacious                       Adequate space                       Lack of space

**81. Does AC execute proactive customer acquisition?**

- Yes                       No

If yes, please specify: \_\_\_\_\_

**82. Does the AC have a low / medium or high attrition rate (fluctuation of employees)?**

- Low                       Medium                       High

**83. Does the AC's attrition rate (fluctuation of employees) affect the quality of the AC's production?**

Yes                       No                       No information

**84. Which design consultancy has been offered to the AC thus far and which design support would the AC desire for the future?**

|                                   | Provided                 | Desired                  |
|-----------------------------------|--------------------------|--------------------------|
| SC-CAD                            | <input type="checkbox"/> | <input type="checkbox"/> |
| Trend Collection                  | <input type="checkbox"/> | <input type="checkbox"/> |
| Color Chart / Tools               | <input type="checkbox"/> | <input type="checkbox"/> |
| Design Boxes                      | <input type="checkbox"/> | <input type="checkbox"/> |
| Product Specials                  | <input type="checkbox"/> | <input type="checkbox"/> |
| None                              | <input type="checkbox"/> | <input type="checkbox"/> |
| Other                             | <input type="checkbox"/> | <input type="checkbox"/> |
| Other design consultancy provided | _____                    |                          |
| Other design consultancy desired  | _____                    |                          |

**85. Which consultancy does the AC expect from Swarovski in becoming a Recommended Certified Application Centre?**

**Please specify most important:**

**1.) Marketing consultancy**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**2.) Technical / Know How consultancy**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_



**86. How does the AC evaluate his major strengths?**

- 1.
- 2.
- 3.
- 4.

**87. How does the AC evaluate his major weaknesses?**

- 1.
- 2.
- 3.
- 4.

**88. Does the AC have stock of SWAROVSKI crystals?**

Yes

No

**89. Please specify assortment of SWAROVSKI crystals on stock?**

**Please indicate for each product the value in currency (local or €, please specify)**

|                                  | Tick here                | Stock value          | Currency |
|----------------------------------|--------------------------|----------------------|----------|
| Transfers                        | <input type="checkbox"/> | <input type="text"/> | _____    |
| Flat Backs Hotfix                | <input type="checkbox"/> | <input type="text"/> | _____    |
| Flat Backs No Hotfix             | <input type="checkbox"/> | <input type="text"/> | _____    |
| Crystal Mesh                     | <input type="checkbox"/> | <input type="text"/> | _____    |
| Crystal Fabric                   | <input type="checkbox"/> | <input type="text"/> | _____    |
| Crystal Yarn                     | <input type="checkbox"/> | <input type="text"/> | _____    |
| Cupchains and Findings           | <input type="checkbox"/> | <input type="text"/> | _____    |
| Zippers                          | <input type="checkbox"/> | <input type="text"/> | _____    |
| Metal Trimmings                  | <input type="checkbox"/> | <input type="text"/> | _____    |
| Plastic Trimmings                | <input type="checkbox"/> | <input type="text"/> | _____    |
| Beads, Pearls, Buttons, Pendants | <input type="checkbox"/> | <input type="text"/> | _____    |
| Crystal Glace                    | <input type="checkbox"/> | <input type="text"/> | _____    |

**90. Please specify assortment of SWAROVSKI competitive products on stock?  
Please indicate for each product the value in (local/€) currency.**

| Name of SWAROVSKI competitive product | stock value in ..... currency |
|---------------------------------------|-------------------------------|
|                                       |                               |
|                                       |                               |
|                                       |                               |
|                                       |                               |
|                                       |                               |
|                                       |                               |
|                                       |                               |
|                                       |                               |
|                                       |                               |



**93. What does AC provide if becoming a Recommended Certified Application Centre?**

|   | Yes / No                 | Negotiable               |
|---|--------------------------|--------------------------|
| Abstain from using Swarovski competitive products               | <input type="checkbox"/> | <input type="checkbox"/> |
| Change of current product range to Swarovski products only      | <input type="checkbox"/> | <input type="checkbox"/> |
| Proactive information about all activities and future plans     | <input type="checkbox"/> | <input type="checkbox"/> |
| Providing AC customers lists & turnovers                        | <input type="checkbox"/> | <input type="checkbox"/> |
| Following SWAROVSKI directions e.g. equipment, techniques, etc. | <input type="checkbox"/> | <input type="checkbox"/> |
| Adapting appearance according to SWAROVSKI directions           | <input type="checkbox"/> | <input type="checkbox"/> |

## D. Concluding VG Evaluation

**94. How does the VG rate the AC's overall performance in reference to the standard of your market?**

Below Market Standard       Equal to market standard       Above market standard

**95. How does the VG rate the AC's overall performance in reference to international standards?**

Below Market Standard       Equal to market standard       Above market standard

**96. How does VG rate the quality of transfer making in reference to market standards?**

Below Market Standard       Equal to market standard       Above market standard

**97. How does VG rate the lead-time of Transfer making orders in reference to market standards?**

Below Market Standard       Equal to market standard       Above market standard

**98. How does VG rate the quality of Crystal-Application in reference to market standards?**

Below Market Standard       Equal to market standard       Above market standard

**99. How does VG rate the lead-time of application orders in reference to the market standard?**

Below Market Standard       Equal to market standard       Above market standard

**100. How does VG rate the reliability of the lead-time in reference to market standard?**

Reliable       Medium reliable       Not reliable

**101. Does the AC communicate action plans to improve performance (e.g. quality, turnover, service)? If 'yes' please indicate accordingly.**

Yes

No

Upgrade technical equipment

Improve technical know-how

Improve lead time

Improve product range

Improve customer service offer

Improve design capability

Improve qualified training for staff

Improve production level

**102. Please list major strengths of the AC?**

- 1.
- 2.
- 3.
- 4.

**103. Please list major weaknesses of AC?**

- 1.
- 2.
- 3.
- 4.

**104. How does the AC's evaluate the most important benefits in becoming a Certified / Recommended Partner by Swarovski?**

|   | Level of Importance      |                          |                          |
|---|--------------------------|--------------------------|--------------------------|
|   | High                     | Medium                   | Low                      |
| Reputation on national / international market                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Being listed on the Swarovski Homepage                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Contrast pleasantly with other AC                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Increase Swarovski product range                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Increase of turnover  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Raise of price structuring                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Delivery priority   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cash benefits   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Communication / promotion materials                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Recommendations regarding technical equipment                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Set-up of technical equipment                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Know-how transfer (e.g. from hand-set to sieving)               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Technical education and trainings                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Trend & Design support  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Designs tooling, e.g. SC-CAD                                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Production aids, e.g. transfer foil                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Technical audits (e.g. process optimisation, quality assurance) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Machinery maintenance   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Service Hotline   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Updated information about application technologies              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Updated information about application equipment                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**105. What does AC provide if becoming a Recommended Certified Application Centre?**

|   | Yes / No                 | Negotiable               |
|---|--------------------------|--------------------------|
| Abstain from using Swarovski competitive products               | <input type="checkbox"/> | <input type="checkbox"/> |
| Change of current product range to Swarovski products only      | <input type="checkbox"/> | <input type="checkbox"/> |
| Proactive information about all activities and future plans     | <input type="checkbox"/> | <input type="checkbox"/> |
| Providing AC customers lists & turnovers                        | <input type="checkbox"/> | <input type="checkbox"/> |
| Following SWAROVSKI directions e.g. equipment, techniques, etc. | <input type="checkbox"/> | <input type="checkbox"/> |
| Adapting appearance according to SWAROVSKI directions           | <input type="checkbox"/> | <input type="checkbox"/> |

**THANK YOU!**