Custom Apparel & Merchandise

Demand Questionnaire

Section 1: Client / Organization Profile

1. Organization Name:
2. Type: (College / Student Club / Startup / Corporate / NGO / Other – specify)
3. Contact Person Name:
4. Designation or Role:
5. Email & WhatsApp:
6. City / Location:

Section 2: Past & Upcoming Merchandise Orders

7. Have you ordered custom merchandise before? ☐ Yes   ☐ No
8. If yes, what items have you ordered?
   ☐ T-Shirts   ☐ Hoodies   ☐ Mugs   ☐ Pens   ☐ Caps   ☐ Stickers
   ☐ Others: _____
9. What was your average order size? ☐ 10–25   ☐ 25–50   ☐ 50–100   ☐ 100+
10. What are your top 3 challenges with such orders?
    ☐ Price   ☐ Design Approval   ☐ Supplier Reliability   ☐ Delivery Delays
    ☐ Tracking

Section 3: Current & Future Needs

11. What merchandise would you like to order in the next 3–6 months?
12. How frequently do you require merchandise annually?
    ☐ One-time   ☐ 2–3 times   ☐ Monthly or Quarterly
13. Usual budget per order:
    ☐ Rs. 2,000–5,000   ☐ Rs. 5,000–10,000   ☐ Rs. 10,000–25,000   ☐ Rs. 25,000+
14. Would you prefer pre-designed bundles (e.g., 20 t-shirts + 20 mugs)? ☐ Yes   ☐ No
15. Would you like to approve design mock-ups digitally before placing the order?
    ☐ Yes   ☐ No
16. Would a student-led team be managing design, vendor coordination, and tracking appeal to you?
    ☐ Yes   ☐ Maybe   ☐ No
17. Any specific expectations or creative ideas you have for your merchandise?

Supply Questionnaire

Section 1: Vendor Profile

1. Business Name:
2. Owner Name:
3. Location (City / Area):
4. Phone & WhatsApp:
5. Email:
6. Type of Business: (Screen Printing / Heat Transfer / Sublimation / Offset Printing / Other – specify)

Section 2: Product & Service Details

7. What items do you print or customize?
   ☐ T-Shirts   ☐ Hoodies   ☐ Mugs   ☐ Pens   ☐ Diaries   ☐ Bags
   ☐ Others: _____
8. Minimum Order Quantities:
   T-Shirts: _____ pcs
   Hoodies: _____ pcs
   Mugs: _____ pcs
   Others: _____
9. Delivery turnaround time: ☐ 2–3 days   ☐ 4–7 days   ☐ 7–10 days   ☐ >10 days
10. Do you provide design templates or expect designs from clients? ☐ Provide   ☐ Expect from client

Section 3: Operational & Business Readiness

11. Can you provide pricing in Excel or Google Sheets? ☐ Yes   ☐ No
12. Open to working with student project teams for order coordination? ☐ Yes   ☐ No
13. How do you handle delivery? ☐ In-house   ☐ Courier Partner   ☐ Pickup Only
14. Are you GST-compliant? ☐ Yes   ☐ No
15. Will you allow visibility of inventory or slot availability on the platform?
    ☐ Yes   ☐ No
16. Preferred payment model: ☐ Advance   ☐ 50–50   ☐ After Dispatch
17. Do you offer any unique services or add-ons (e.g., eco-printing, custom tags)?

Fulfilment – Sales Partner Questionnaire

Section 1: Profile

1. Name:
2. College / Roll No.:
3. Email & Phone:
4. Are you part of a student club or organizing committee? ☐ Yes   ☐ No

Section 2: Sales Readiness

5. Have you sold or organized merchandise orders before? ☐ Yes   ☐ No
6. Which client types can you connect with?
   ☐ College Clubs   ☐ Startups   ☐ Coaching Centres   ☐ Events
7. Can you handle quotation and negotiation conversations? ☐ Yes   ☐ Maybe   ☐ Not yet
8. How many leads can you reach out to per week? ☐ <5   ☐ 5–10   ☐ 10–20   ☐ 20+
9. Do you need pitch materials (catalogue, PDF, demo video)? ☐ Yes   ☐ No
10. Preferred incentive structure: ☐ Per Order   ☐ Monthly Bonus   ☐ Certificate + Rewards
11. What's your personal strategy or idea for maximizing sales?

Fulfilment – Delivery & Ops Questionnaire

Section 1: Profile

1. Name:
2. Contact Details:
3. Your Role in the Project Team:
   ☐ Vendor Management   ☐ Design Approvals   ☐ Delivery Coordination
   ☐ Customer Support

Section 2: Operational Skills

4. Have you worked with vendors or managed logistics before? ☐ Yes   ☐ No
5. Tools you are comfortable with:
   ☐ Google Sheets   ☐ WhatsApp Business   ☐ Trello   ☐ Notion   ☐ Canva
   ☐ Figma
6. Capable of: ☐ Order tracking   ☐ Shipment follow-up   ☐ Design approval
   ☐ Fulfillment logs
7. Can you coordinate with delivery partners (DTDC, Porter, Blue Dart)? ☐ Yes   ☐ No

Section 3: Expectations & Commitment

8. How many orders can you manage in parallel? ☐ 1–2   ☐ 3–5   ☐ >5
9. Would you like to take full ownership of delivery for specific clients?
   ☐ Yes   ☐ Maybe
10. Will you take accountability for client communication and satisfaction?
    ☐ Yes   ☐ No
11. What motivates you to own fulfilment operations end-to-end?