**Vendor KPI Framework for Progressive Partnership Levels**

*(For Development & System Integration)*

This KPI framework is designed to evaluate vendors throughout the **7-year, 16-level partnership progression system**.  
It measures **performance, compliance, ethics, technology adoption, and ecosystem contribution**, ensuring that only qualified vendors progress to higher partnership levels or gain lateral entry.

**A. Customer Experience (20%)**

Evaluates the vendor’s ability to meet and exceed customer expectations.

1. **Customer Reviews & Ratings** *(0–10 pts)*  
   – Average star rating and feedback sentiment across platforms.
2. **Delivery Speed & Reliability** *(0–5 pts)*  
   – On-time delivery percentage and consistency.
3. **Refund & Resolution Handling** *(0–5 pts)*  
   – Percentage of refund requests resolved within policy timeframe and customer satisfaction with resolutions.

**B. Product Integrity & Compliance (25%)**

Ensures authenticity, ethical sourcing, consistent availability, and legal compliance.

1. **Quality of Product** *(0–8 pts)*  
   – Material authenticity, craftsmanship, and durability.
2. **Integrity & Authenticity** *(0–5 pts)*  
   – No misrepresentation, GI-tag adherence, and truthful descriptions.
3. **Child Labour Compliance** *(0–4 pts)*  
   – Zero tolerance; verified through audits.
4. **Artisan Relationship & Fair Wages** *(0–4 pts)*  
   – Documentation of fair payment and respectful engagement.
5. **Certification Compliance** *(0–4 pts)*  
   – GI, Fair Trade, Organic, or other relevant certifications maintained and verified.
6. **Product Availability** *(0–4 pts)*  
   – Consistency of stock levels, minimal “out of stock” incidents, and timely restocking to meet buyer demand.

**C. Technology Integration (15%)**

Assesses vendor’s adoption of technology to improve efficiency, traceability, and customer engagement.

1. **Live Inventory API Integration** *(0–5 pts)*  
   – Integration level, accuracy, and frequency of real-time updates.
2. **Blockchain Integration with Craftlore** *(0–5 pts)*  
   – Extent and accuracy of blockchain-backed product traceability.
3. **Digital Media & Storytelling Tools** *(0–5 pts)*  
   – Usage of multimedia to showcase product origin, artisan stories, and cultural value.

**D. Ethical & Sustainability Practices (15%)**

Measures environmental responsibility and commitment to ethical production.

1. **Eco-Friendly Packaging** *(0–5 pts)*  
   – Use of biodegradable/recyclable packaging materials.
2. **Sustainable Sourcing** *(0–5 pts)*  
   – Sourcing of raw materials from ethical and eco-conscious suppliers.
3. **Carbon Footprint Reduction** *(0–5 pts)*  
   – Documented initiatives to reduce environmental impact.

**E. Ecosystem Engagement (15%)**

Measures vendor’s active participation and contribution within the **Craftlore**, **Hamadan Craft Revival Foundation**, and **Artstay** ecosystem.

1. **Craftlore Registry Ranking & Participation** *(0–5 pts)*  
   – Ranking in the Craftlore Global Trade Registry.  
   – Participation in Craftlore training, campaigns, and trade events.
2. **Hamadan Craft Revival Foundation Engagement** *(0–5 pts)*  
   – Active involvement in HCRF heritage preservation, advocacy programs, and compliance initiatives.
3. **Artstay Platform Collaboration** *(0–5 pts)*  
   – Engagement in Artstay tourism-craft integration, residency programs, and curated craft experiences.

**F. Market & Trade Performance (10%)**

Evaluates vendor’s commercial consistency and competitive positioning.

1. **Sales Growth Rate** *(0–5 pts)*  
   – Year-over-year sales increase in both domestic and export markets.
2. **Craftlore Marketplace Ranking** *(0–5 pts)*  
   – Position relative to competitors in similar categories.

**Scoring & Progression**

* **Minimum Score to Progress Normally:** 70% (within 1-year normal entry window after eligibility).
* **Minimum Score for Lateral Entry:** 80% + **Hamadan Craft Revival Foundation Basic Compliance Review** + **Fee ($2,500 Starter Package)**.
* **Continuous Compliance:** Vendors must maintain both **Retention Period** and **KPI Score** from previous levels to remain eligible for the next progression.

**Vendor KPI Framework**

*(For Progressive Partnership Evaluation – Seller Side)*

**1. Customer Experience – Max Points: 20**

* **Customer Reviews & Ratings** *(0–10 pts)* — Average star rating and sentiment from verified buyers across all platforms.
* **Delivery Speed & Reliability** *(0–5 pts)* — Percentage of orders delivered on time and in good condition.
* **Refund & Resolution Handling** *(0–5 pts)* — Percentage of refund or complaint cases resolved within policy timeframes, with high customer satisfaction.

**2. Product Integrity & Compliance – Max Points: 29**

* **Quality of Product** *(0–8 pts)* — Material authenticity, craftsmanship quality, and durability.
* **Integrity & Authenticity** *(0–5 pts)* — Honest descriptions, no misrepresentation, adherence to GI-tag standards.
* **Child Labour Compliance** *(0–4 pts)* — Zero tolerance; verified via audits.
* **Artisan Relationship & Fair Wages** *(0–4 pts)* — Documented fair compensation, safe working conditions, and respectful engagement.
* **Certification Compliance** *(0–4 pts)* — GI, Fair Trade, Organic, or other relevant certifications maintained and verifiable.
* **Product Availability** *(0–4 pts)* — Consistent stock levels, minimal “out of stock” incidents, and timely restocking.

**3. Technology Integration – Max Points: 15**

* **Live Inventory API Integration** *(0–5 pts)* — Real-time stock updates and accuracy of available quantities.
* **Blockchain Integration with Craftlore** *(0–5 pts)* — Verified and accurate blockchain-backed traceability for each product.
* **Digital Media & Storytelling Tools** *(0–5 pts)* — Use of images, video, and interactive content to present origin, artisan profiles, and cultural narratives.

**4. Ethical & Sustainability Practices – Max Points: 15**

* **Eco-Friendly Packaging** *(0–5 pts)* — Use of biodegradable, compostable, or recyclable packaging materials.
* **Sustainable Sourcing** *(0–5 pts)* — Procurement of raw materials from verified ethical and eco-conscious suppliers.
* **Carbon Footprint Reduction** *(0–5 pts)* — Measurable initiatives to reduce energy usage, waste, and environmental impact.

**5. Ecosystem Engagement – Max Points: 15**

* **Craftlore Registry Ranking & Participation** *(0–5 pts)* — Verified position and active engagement in the Craftlore Global Trade Registry.
* **Hamadan Craft Revival Foundation Engagement** *(0–5 pts)* — Participation in HCRF initiatives, heritage preservation, and advocacy campaigns.
* **Artstay Platform Collaboration** *(0–5 pts)* — Integration with Artstay tourism-craft programs and curated cultural experiences.

**6. Market & Trade Performance – Max Points: 10**

* **Sales Growth Rate** *(0–5 pts)* — Documented year-over-year sales growth in domestic and export markets.
* **Craftlore Marketplace Ranking** *(0–5 pts)* — Position and competitiveness within the marketplace compared to similar vendors.

✅ **Total Possible KPI Score:** **104 points**  
Vendors must maintain their **Retention Period** and meet the **Minimum KPI Score** as per partnership level requirements to progress or use lateral entry options.

**Progressive Vendor Partnership KPI & Retention Mapping**

**Stage 1 – Core Trade**

*(Foundation level partnerships — Entry into the ecosystem)*

1. **Drop Shipping Vendor / E-Commerce Vendor**
   * **Retention Period to Enter:** None (first level)
   * **Minimum KPI Score to Enter:** N/A (first level)
   * **KPI to Maintain:** 50+ points
   * **Notes:** First year sets baseline performance.
2. **Consignment Vendor**
   * **Retention Period to Enter:** 6 months in Drop Shipping/E-Commerce
   * **Minimum KPI Score to Enter:** 55+ points
   * **KPI to Maintain:** 60+ points
3. **Export Vendor**
   * **Retention Period to Enter:** 6 months in Consignment Vendor
   * **Minimum KPI Score to Enter:** 60+ points
   * **KPI to Maintain:** 65+ points
4. **Wholesale & Distribution Vendor**
   * **Retention Period to Enter:** 6 months in Export Vendor
   * **Minimum KPI Score to Enter:** 65+ points
   * **KPI to Maintain:** 70+ points

**Stage 2 – Brand Expansion**

*(Scaling brand visibility and reach)*

1. **Exhibition & Event Organizer Vendor**
   * **Retention Period to Enter:** 12 months in Wholesale & Distribution
   * **Minimum KPI Score to Enter:** 70+ points
   * **KPI to Maintain:** 75+ points
2. **Auction & Bidding Vendor**
   * **Retention Period to Enter:** 12 months in Exhibition Vendor
   * **Minimum KPI Score to Enter:** 72+ points
   * **KPI to Maintain:** 77+ points
3. **White-Label Vendor**
   * **Retention Period to Enter:** 12 months in Auction Vendor
   * **Minimum KPI Score to Enter:** 75+ points
   * **KPI to Maintain:** 80+ points
4. **Brick & Mortar Space-Sharing Vendor**
   * **Retention Period to Enter:** 12 months in White-Label Vendor
   * **Minimum KPI Score to Enter:** 78+ points
   * **KPI to Maintain:** 82+ points

**Stage 3 – Collaborative**

*(Partnerships built on shared knowledge, innovation, and co-creation)*

1. **Knowledge & Design Collaboration Vendor**
   * **Retention Period to Enter:** 12 months in Brick & Mortar Vendor
   * **Minimum KPI Score to Enter:** 80+ points
   * **KPI to Maintain:** 83+ points
2. **Storytelling & Media Vendor**
   * **Retention Period to Enter:** 12 months in Knowledge & Design Vendor
   * **Minimum KPI Score to Enter:** 82+ points
   * **KPI to Maintain:** 85+ points
3. **Buyer Mentorship Program Vendor**
   * **Retention Period to Enter:** 12 months in Storytelling & Media Vendor
   * **Minimum KPI Score to Enter:** 85+ points
   * **KPI to Maintain:** 88+ points
4. **Craft Innovation Patron Vendor**
   * **Retention Period to Enter:** 12 months in Buyer Mentorship Vendor
   * **Minimum KPI Score to Enter:** 88+ points
   * **KPI to Maintain:** 90+ points

**Stage 4 – Institutional**

*(Strategic, policy-level, and ecosystem leadership roles)*

1. **Strategic Investor Vendor**
   * **Retention Period to Enter:** 12 months in Craft Innovation Patron Vendor
   * **Minimum KPI Score to Enter:** 90+ points
   * **KPI to Maintain:** 92+ points
2. **Museum / Institutional Vendor**
   * **Retention Period to Enter:** 12 months in Strategic Investor Vendor
   * **Minimum KPI Score to Enter:** 92+ points
   * **KPI to Maintain:** 94+ points
3. **NGO & Government Collaboration Vendor**
   * **Retention Period to Enter:** 12 months in Museum / Institutional Vendor
   * **Minimum KPI Score to Enter:** 94+ points
   * **KPI to Maintain:** 96+ points
4. **Impact Measurement Vendor**
   * **Retention Period to Enter:** 12 months in NGO & Government Vendor
   * **Minimum KPI Score to Enter:** 96+ points
   * **KPI to Maintain:** 100+ points

A diagram of a flowchart

AI-generated content may be incorrect.