

# BRIGHTSIDE LLC VENDOR SELECTION



Lillian Qin, Hansol Choi, Jeffrey Miller,  
Kevin Robinson



# WHO ARE WE?

## OVERVIEW

Bright Side LLC is a specialty lighting products manufacturer headquartered in Knoxville, Tennessee. We provide a wide range of LED light bulbs and light fittings.



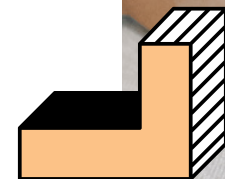




# WHAT ARE WE SOURCING?

## BROWN CORRUGATED BOXES

We are looking to source packaging material to allow us to safely transport our lightbulbs to our various distribution centers across the nation.



**+50K**

**TOTAL LIGHTBULBS WE SHIP OUT EVERY SINGLE DAY**

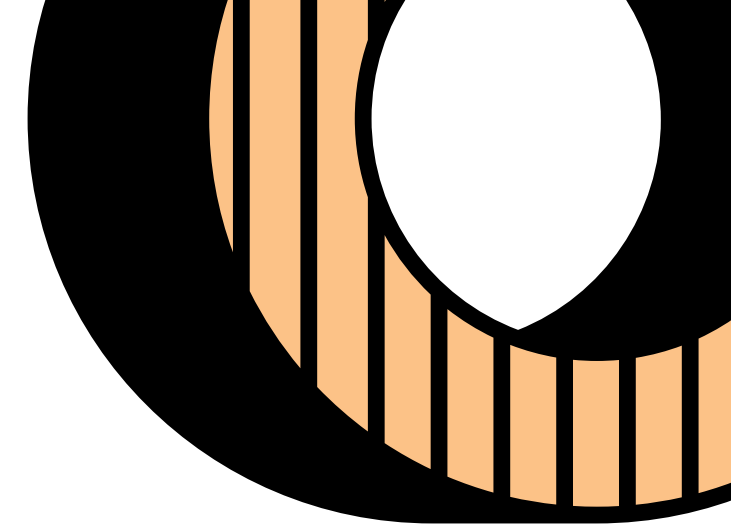
**\$700K**

**REPRESENTS COST OF TOTAL PRODUCTS IN TRANSIT AT ONE TIME**

**SUPPLIERS WE CONSIDER MUST BE CAPABLE OF HANDLING OUR VOLUME**



# SCORECARD CRITERIA



01

## FINANCIALS

This section focuses on the product cost, financial transparency, and financial health of potential suppliers

02

## QUALITY

This section focuses on product durability and sustainability as well as the variety of product offerings of potential suppliers

03

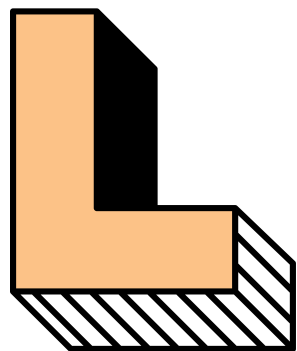
## DELIVERY

This section focuses on delivery time and reliability of our potential suppliers

04

## CUSTOMER SUPPORT

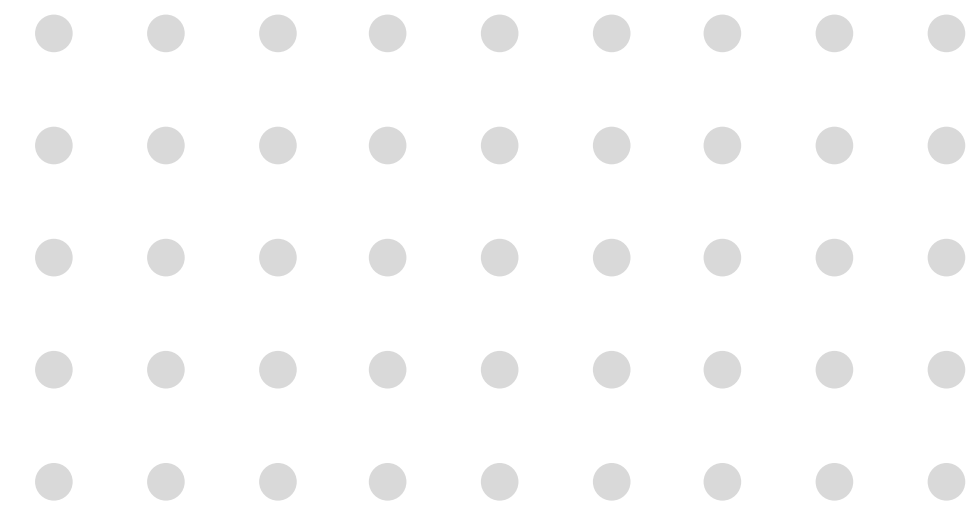
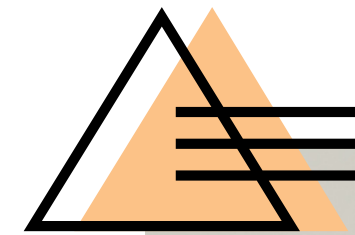
This section focuses on supplier responsiveness, willingness to collaborate, and overall ethics history







# POTENTIAL SUPPLIERS





# AMCORE



## Company Overview

A global American-Australian packaging material company headquartered in Victoria, Australia with \$12.8 billion dollars in revenue in 2021

## Scorecard Highlights

- Relatively High Cost
- Low Price Transparency
- Reasonable Scores in Durability and Sustainability

	Amcore		
	Weight	Points	Total
<b>Financials</b>	30%		
Cost Effective		1	0.3
Transparency		1	0.3
Viability		2	0.6
<b>Product Quality</b>	35%		
Durability		3	1.05
Variety of Product Offerings		2	0.7
Sustainability		3	1.05
<b>Delivery</b>	15%		
Shipping Time		2	0.3
Reliability		2	0.3
<b>Customer Support</b>	25%		
Responsiveness		2	0.5
Ethics		2	0.5
Collaboration		1	0.25
			<u>5.85</u>



# INTERNATIONAL PAPER

## Company Overview

One of the world's leading fiber-based packaging and pulp producers headquartered in Memphis, Tennessee, generating \$20.58 billion in revenue

## Scorecard Highlights

- Commitment to sustainable packaging solutions
- Low transparency in pricing and product offerings



	International Paper		
	Weight	Points	Total
<b>Financials</b>	30%		
Cost Effective		3	0.9
Transparency		1	0.3
Viability		3	0.9
<b>Product Quality</b>	35%		
Durability		2	0.7
Variety of Product Offerings		1	0.35
Sustainability		3	1.05
<b>Delivery</b>	15%		
Shipping Time		2	0.3
Reliability		2	0.3
<b>Customer Support</b>	25%		
Responsiveness		2	0.5
Ethics		2	0.5
Collaboration		1	0.25
			<u>6.05</u>



# WESTROCK

## Company Overview

The 2nd largest American paper and packaging company. Formed in 2015, headquartered in Sandy Springs, Georgia with \$14.86 B in annual revenue in 2017

## Scorecard Highlights

- Quality assurance, superior customer service, and innovative packaging solutions
- Cross-Functional Collaboration
- Sustainability Commitment



	West Rock		
	Weight	Points	Total
<b>Financials</b>	30%		
Cost Effective		2	0.6
Transparency		1	0.3
Viability		3	0.9
<b>Product Quality</b>	35%		
Durability		3	1.05
Variety of Product Offerings		2	0.7
Sustainability		3	1.05
<b>Delivery</b>	15%		
Shipping Time		2	0.3
Reliability		2	0.3
<b>Customer Support</b>	25%		
Responsiveness		2	0.5
Ethics		3	0.75
Collaboration		3	0.75
			<u>7.2</u>





# ULINE

## Company Overview

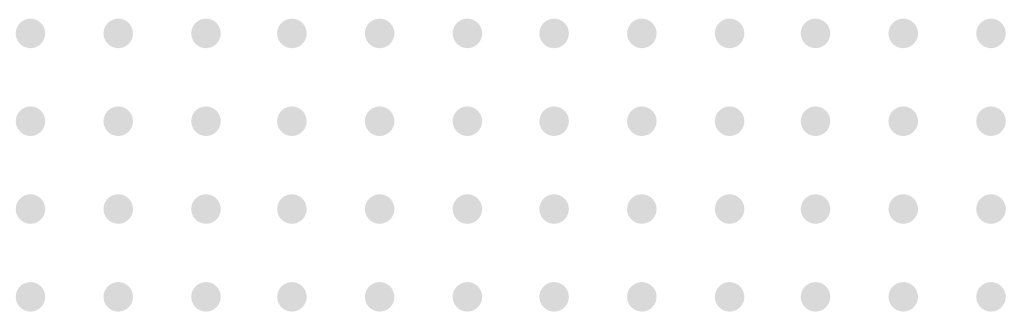
North America's leading distributor of shipping, packaging, and industrial supplies formed in Lake Forest, Illinois but headquartered in Pleasant Prairie Wisconsin with \$8.8B in revenue in 2021.

## Scorecard Highlights

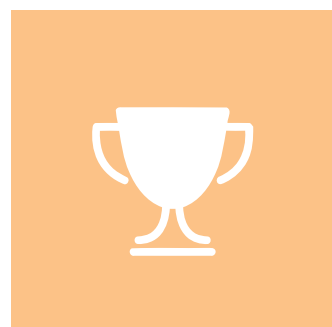
- Low Cost and Price Transparency
- Durable Packaging
- Speed and Response Time



	Uline		
	Weight	Points	Total
<b>Financials</b>	30%		
Cost Effective		3	0.9
Transparency		3	0.9
Viability		2	0.6
<b>Product Quality</b>	35%		
Durability		3	1.05
Variety of Product Offerings		3	1.05
Sustainability		3	1.05
<b>Delivery</b>	15%		
Shipping Time		3	0.45
Reliability		2	0.3
<b>Customer Support</b>	25%		
Responsiveness		2	0.5
Ethics		2	0.5
Collaboration		1	0.25
			<u>7.55</u>



# WHY ULINE?



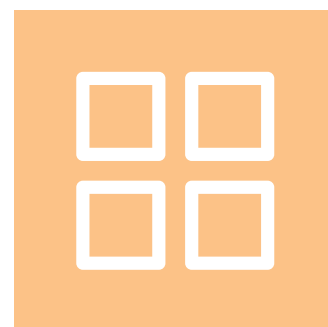
## QUALITY

- Combine the best quality with the best value.
- Return policy: no-hassle refund or credit, if not satisfied(within 30 days)



## LOW COST

- Expansive Catalog with 800 pages
- Opportunity to leverage economies



## TRANSPARENCY

- Cross-Functional Collaboration
- Improves forecast accuracy
- Improves supply chain relationships
- Increasing profitability



## DELIVERY

- Directly correlate with response time and customer service levels
- 99.5% of orders ship the same day, with no backorders



## KEY LEARNINGS

- Before looking at potential vendors, it is vital to outline the values and the needs of our own company, so that we can better identify synergies (value alignment with suppliers).
- In developing an effective supplier scorecard, it helps to be collectively exhaustive with criteria.
- Financial transparency is lacking in the packaging materials industry.

