

Predator Group Dealer Application

Completed dealer applications can be submitted via fax (904.448.9151) or e-mail (customerservice@predatorcues.com).

Date: _____

Company name(s): _____

Company address: _____

City, State, Zip: _____

Country: _____

Type of business (*circle one*):

Retailer Pool Hall Distributor
Internet/E-commerce Other _____

Number of locations: _____

yrs in business: _____

How long selling billiards products? _____

Amt. of square footage: _____

of employees: _____

Phone number: _____

Fax number: _____

Company website: _____

Email address: _____

Contact name(s): _____

Position(s): _____

E-mail address(es): _____

Best time to contact: _____

Competitors near you: _____

Category Overview

1. What percentage of your total sales are:

- a. cues and shafts _____%
- b. tables _____%
- c. accessories _____%
- d. other _____%
- e. table time (pool rooms only) _____%

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2. Do you currently carry Predator or Poison products? _____
3. How many brands of cues do you currently carry? _____
4. How many cues do you stock (on average)? _____
5. Send a photo of how you display your cues and shafts.
6. What are the price ranges of cues that you currently carry (circle all that apply)?

\$0-\$100	\$100-\$200	\$200-\$400	\$400-\$600
\$600-\$800	\$800-\$1,000	\$1,000-\$1,300	\$1,300+
7. Which is your best-selling price range of cues? _____
8. Top 3 brands of cues that you currently carry above \$300? _____

9. Top 3 brands of cues that you currently carry between \$100-\$300? _____

10. Do you carry demonstration cues? _____
11. Do you have a repair center? _____
12. Top 3 brands of pool tables that you currently carry? _____
13. Do you have any leagues in your establishment?
If so, which ones? _____ # of teams: _____ which nights? _____
14. *Pool Halls only:*
tables _____ which brands? _____
sell liquor/food? _____ hours of operation? _____
15. Please rank the brands below in terms of sales volume at your store with 1 representing the best-selling brand and 10 the least-popular brand. (Note: for brands you don't currently carry, place an X in the space provided and reduce the total from 10 as appropriate.)

_____ Joss	_____ Pechauer
_____ Lucasi	_____ Poison
_____ McDermott	_____ Predator
_____ Meucci	_____ Schon
_____ Mezz	_____ Viking
16. What is the top-selling cue in the store? _____
17. What is the main reason customers purchase this cue? _____

Billiard Customers

18. If you look at the table below, what percentage of your customers would fit into each of the four quadrants?

Age	Older	<u>Aging but Avid</u> <ul style="list-style-type: none"> • 45 years & older • Less competitive but only recently • Play for enjoyment 	<u>Elites & Pros</u> <ul style="list-style-type: none"> • 30-50 years old • Highly competitive • Among the top 5% of all players
	Younger	<u>Minor Leaguers</u> <ul style="list-style-type: none"> • 25-50 years old • Play frequently • Pursue pool as a social outlet 	<u>Young Guns</u> <ul style="list-style-type: none"> • 18-34 years old • Highly competitive • Looking to make a statement
		Low to Moderate	Moderate to High
Competitiveness			

Aging but Avid? _____

Elites and Pros? _____

Minor Leaguers? _____

Young Guns? _____

19. Can you describe any other “types” of billiard customers you see often? _____

20. What percentage of your customers are repeat customers? _____

21. Why do they return/repeat? _____

22. How many cues does your average customer own? _____

Purchase Consideration/Attributes

23. What do your customers consider most important when purchasing a new cue? Please identify the three most important selection criteria in order of importance with 1 representing the most important.

_____ Design

_____ Price

_____ Brand/company reputation

_____ Reputation for quality

_____ League sponsorships

_____ Usage among celebrities

_____ Technology

_____ Brand heritage

_____ Usage among professionals

_____ Performance/accuracy/feel

Other _____

24. What do you consider most important when deciding what brands to carry? Please rank the following factors from 1 to 8, with 1 being most important:

_____ Freshness of product line

_____ Brand advertising/promotions

_____ Discount structure

_____ Marketing support (e.g., co-op)

_____ Customer service

_____ Ease of doing business

_____ Brand reputation

_____ Price range

25. How do you keep up to date with new products in the industry?
- | | |
|--------------------------|--------------------------|
| _____ Industry magazines | _____ Other retailers |
| _____ Websites | _____ Forums |
| _____ Newsletters | _____ Trade shows/Events |
| Other _____ | |

For the following, indicate whether you agree, disagree, etc. by circling the appropriate response.

26. The market for cues and shafts has changed little in the past 24 months.
Strongly Agree Agree Unsure Disagree Strongly Disagree
27. Today's customers are more concerned about price than performance.
Strongly Agree Agree Unsure Disagree Strongly Disagree
28. Today's customers are more concerned about quality than design.
Strongly Agree Agree Unsure Disagree Strongly Disagree
29. Brand advertising pulls buyers into my store.
Strongly Agree Agree Unsure Disagree Strongly Disagree
30. Brand image plays a large role in determining what cues and shafts to buy.
Strongly Agree Agree Unsure Disagree Strongly Disagree
31. Today's customers attach significant value to professional player usage of a product.
Strongly Agree Agree Unsure Disagree Strongly Disagree
32. Today's customers attach significant value to celebrity (non-professional) usage of a product.
Strongly Agree Agree Unsure Disagree Strongly Disagree
33. In billiards, technology makes a difference in performance.
Strongly Agree Agree Unsure Disagree Strongly Disagree

Predator Brand

34. Why do you carry or wish to carry our products? _____

35. Are you familiar with our policies, e.g., MAP? _____
36. What prompted you to contact Predator? _____

37. What changes/innovations have you implemented to improve your sales? _____

38. Comments: _____

Predator Group Use Only:

Dealer Agreement: _____ Inside/display/outside photos: _____ Business License: _____

Approval date: _____