

# TABLE OF CONTENTS

Executive Summary.....	2
Acknowledgements.....	3
List of Tables.....	4
List of Figures.....	5
<b>1. Project Introduction.....</b>	<b>7</b>
1.1. Company Background.....	7
1.2. Project Background and Motivation.....	7
1.3. Project Goals and Objectives.....	7
1.4. Project Execution Frame Work and Methodology.....	8
1.5. Organization of the Paper.....	8
<b>2. Survey.....</b>	<b>9</b>
2.1. Introduction.....	9
2.2. Understanding the Industrial Distribution Channel.....	9
2.3. Design of the Survey Instrument.....	9
2.3.1. The Cover Letter.....	9
2.3.2. The Online Survey.....	10
2.4. Conducting the Survey.....	11
2.5. Survey Data Response and Analysis.....	11
2.5.1. Response Based on Sales Volume.....	12
2.5.2. Response Based on Order Method.....	14
<b>3. Interviews.....</b>	<b>17</b>
3.1. Introduction.....	17
3.2. Design of the Interview Instrument.....	17
3.3. How Interviews Were Conducted.....	18
3.4. Interview Response.....	18
<b>4. Business Case.....</b>	<b>21</b>
4.1. Online Order System.....	21
<b>5. Recommendations.....</b>	<b>24</b>
5.1. Any Strategy Will Depend on a Cost Analysis.....	24
5.2. Use an Online Order Page to Complement, Not Replace, Existing Order Systems.....	24
5.3. Offer Incentives.....	25
5.4. The Online System Should Be Easy and Efficient.....	25
5.5. Focus Should Be on the "Back End".....	25
5.6. Key Features of the Right Web Page.....	25
5.7. Advanced Recommendations.....	26
<b>6. Issues When Considering These Results and Recommendations.....</b>	<b>27</b>
Appendix A — Online Survey Cover Letter.....	28
Appendix B — The Online Survey.....	29
Appendix C — List of Contacted Customers.....	<b>Error! Bookmark not defined.</b>
Appendix D — Copy of Interview Questions.....	34
Appendix E — Interview Results.....	37
Appendix F — Historical Customer Ordering Methods.....	44
Appendix G — \$0-\$4999 Annual Volume Data Analysis.....	45
Appendix H — \$5000-\$19999 Annual Volume Data Analysis.....	47
Appendix I — \$20,000-\$99,999 Annual Sales Volume Data Analysis.....	49
Appendix J — \$100,000+ Annual Sales Volume.....	51
Appendix K — Data Analysis of Customers using EDI.....	53
Appendix L — Data Analysis of Companies Ordering Using Phone.....	55
Appendix M — Data Analysis OF Customers Using Fax.....	57
Appendix N — Fax Bi-Monthly Data Analysis.....	59
Appendix O — Fax Monthly Data Analysis.....	61
Appendix P — Fax Quarterly and Less Than Quarterly Data Analysis.....	63