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 We are the largest TV shopping retailer in the UK and globally. Our customers can shop with us anytime, anywhere via the phone, web, iPhone, iPad or Android.
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We offer a level of service no other UK retailer can offer and educate and inform our customers about the high quality products we sell through our on-air presentations.

We showcase world famous brands such as Apple, Bobbi Brown, Bose, Dyson, Elemis, Kipling, KitchenAid, Lola Rose and many more. We also love to delight our customers with new and innovative products from brilliant brands. To maintain our leadership position in the retail marketplace, we need to keep sourcing products that exceed customer expectations and continue to partner with great vendors who share our commitment to excellence.

HOW TO MAKE A BOOKING

To make a booking or for more information, please call our booking line on **0151 480 9631** (between 9am and 1pm) or email us at uk-bookings@qvc.com.

Find out more on our vendor website: qvcuk.com/vendorrelations.html.

If you are a vendor from outside the UK, please contact vendor relations for more details on shipping.

QVC VENDORS GUIDE



QVC

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Vendor Relations QVC UK

T: +44 (0) 20 8811 5918
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WE PROVIDE
 THE PLATFORM

WELCOME

WE PROVIDE THE PLATFORM

AT QVC UK WE LEVERAGE OUR TWENTY YEARS OF EXPERIENCE TO OFFER OUR CUSTOMERS FANTASTIC PRODUCTS, A WONDERFUL OMNI-CHANNEL SHOPPING EXPERIENCE AND AWARD WINNING CUSTOMER SERVICE VIA OUR UK CONTACT CENTRE.

Why you should work with QVC?

In 2012 we moved to our brand new bespoke £33.6 million Media and Commerce Centre at Chiswick Park. This state of the art facility includes custom-built studios and our new look and feel is delighting our customers. Our new sets ensure our products are displayed in the best possible light.

Last year we also launched our brand new website and an Android app, which is already mirroring the success of our iPhone app, launched in 2011. We currently have a brilliant iPad app in development, due to launch this year, and we will strive to remain a front runner in offering customers mobile shopping platforms in this ever-changing marketplace. As our full range is also available via our website and our apps, our customers can browse your products anytime, anywhere at a time suitable for them.

During 2013 we'll be launching two new channels on Sky: QVC Extra and QVC Style. The latter, along with QVC Beauty, gives dedicated platforms for Fashion and Accessories and Beauty products. Our main live channel and QVC Beauty are both available in every home in the UK.

As you would expect, we have a great social media offering. In the fourth quarter of 2012 we received an amazing 46,000 Facebook comments. On YouTube our product demos, how to videos and celebrity appearances have received over six million views. We also have our QVC Community, Presenter Blogs, Twitter and a Pinterest site. Tweets and Facebook comments from our customers regularly appear on our live show, which is a great way to interact with them and gives instant feedback about on-air products. We firmly believe in a two-way conversation with our customers and even have live web chats with them after some of our shows.

If you partner with us, you will benefit from our twenty years experience of showcasing great products to

an audience. You can use our platforms as a launch pad for new products or to display more established ones. Either way, you can position your products your way by bringing on your own experts and guests to demonstrate the features and benefits live on-air, responding to questions put to you by our presenters and customers. With 17 hours of live TV every day, we can adapt our offering to respond to our customer's needs - and fast.

Appearing on QVC obviously increases sales - not just from the shows themselves, but often vendors tell us of an increase of in-store and online sales following an airing. As 96% of our sales come from repeat custom, we engage with customers like no other retailer can. We have a tremendous insight into who our customers are, they trust us and are very loyal to us.

We believe in long-term partnerships

Long-term partnerships are at the heart of our success. We are delighted to have partnered for many years with many leading brands such as Decleor, Liz Earle, Panasonic and Samsung. We are always keen to explore and develop new brands in order to develop and grow our business together. Our Vendor Relations team will be delighted to assist you in your journey with QVC.

What you'll find in this pack

This pack tells you more about working with QVC as a vendor - from submitting a proposal through to delivering your product to us. I'm sure you will find it useful. You will also find more information on our vendor website: qvcuk.com/vendorrelations.html - including a vendor manual which goes through everything in more detail.



If you think our omni-channel offering is the right platform for your products, then please get in touch with us.

Steve Bridgeman
Chief Merchandising Officer
QVC UK

STAGE ONE

HOW TO GET YOUR PRODUCT ON QVC

WHAT ARE WE LOOKING FOR IN TERMS OF PRODUCTS? IS YOURS LIKELY TO BE ACCEPTED? HOW DO YOU GO ABOUT GETTING AN ORDER PLACED WITH US? FIND THE ANSWERS TO THESE AND OTHER COMMONLY ASKED QUESTIONS BELOW:

Who are QVC's customers?

The demographic profile of our customers span all socio-economic groups and varies significantly on the products being aired. For instance, a cooking programme attracts both sexes, whereas a Fashion hour has a mainly female viewership. However, we are continually striving to expand the appeal of our programmes to reach an even broader customer base.

How do I know if my product is right for QVC?

Think about the benefits your product offers. Can it be demonstrated on television? Does it solve a problem and is it topical or timely in some way? Would your brand benefit from exposure to our broad viewership?

What type of products do QVC look for?

We look for a wide variety of products that can be demonstrated effectively on-air. We're particularly interested in exclusive product launches and unique merchandise which is being offered for the first time. We work closely with designers and brands to develop unique ranges for our customers. Our programmes tend to last for an hour and are branded or themed for that hour. We'll look at how well a product might fit into our programming and allocate the time within the hour to convey the product's unique selling points.

Product categories that we are currently interested in include: women's apparel & accessories (including shoes); beauty; bed & bath; consumer electronics; food; gifts; handbags/luggage; health & fitness; hobby & craft; home décor; home improvement; home textiles; household cleaners; jewellery; kitchen gadgets; kitchen electricals; patio and garden; plants; personal care and storage.

Are there any products that QVC doesn't consider?

We don't currently sell products in the following categories: subscriptions, real fur, fur related products and medicine.

Can I speak to a buyer to discuss my products?

Because of the high number of product submissions we receive, we ask you first to complete our product submittal process. Your initial point of contact will be our Vendor Relations team.

Does my item need to be manufactured?

The item you submit for a product evaluation needs to be a manufactured, or, at the very least, a working prototype.

What about my product patent?

In terms of a product patent, your company should hold the original or have permission from the patent holder. You will also need to confirm that there is no infringement to IP (Intellectual Property rights).

Will QVC help me to manufacture my product or develop my ideas?

As a general practice, QVC doesn't help investors and entrepreneurs with manufacturing.

Do I receive an agreement before commencing business with QVC?

We issue our standard New Vendor Form and QVC's Conditions of purchase to all new Vendors before the commencement of trade. These Conditions of Purchase are discussed with your QVC Buyer should your product(s) be deemed suitable for purchase.

Do I receive a Purchase Order from QVC to supply my goods?

Purchase Orders may be issued by QVC from time to time by e-mail and/or by post. Purchase Orders issued are subject to the QVC conditions of purchase agreed between both parties. No Goods shall be ordered by QVC or supplied by the supplier except pursuant to a Purchase Order.

What about freight?

QVC will arrange for any freight plus duty for products arriving from outside the UK. If you are based within the UK, you will need to deliver your product to our warehouse in Liverpool.

Is there a minimum quantity that QVC buys?

Our first time minimum orders range from £2,000 to £10,000 at wholesale cost, per product.

What is the lowest retail price QVC features on-air?

We rarely feature products that retail at less than £10.

Is there a fee?

No, we don't sell air time. As a leading multi-media retailer, we select and buy manufactured products like any other retailer.

STAGE TWO

THE QUALITY ASSURANCE PROCESS

Here's how our QA process works:

The quality of the products we sell on QVC is absolutely crucial. We want our customers to be totally satisfied with every purchase they make from us. If we don't achieve that, we risk losing their trust and they may not buy again from QVC.

To make sure that doesn't happen, we have a specialist Quality Assurance team whose sole job is to ensure

the quality of our products is second to none. They test and inspect each of our products, every day. They also give our buyers advice on purchasing new products, let us know about any unacceptable merchandise we receive in our warehouse, and carry out audits and vendor's checks to make sure we continue to meet our customer's expectations.

STAGE THREE

DELIVERING YOUR PRODUCT TO OUR WAREHOUSE

SOME THINGS TO REMEMBER WHEN BOOKING A PRODUCT IN FOR DELIVERY TO OUR WAREHOUSE:

1. Booking a delivery slot - you will receive a "due in" date on QVC's Purchase Order. You must contact our Booking Department at least 10 working days prior to this date in order to obtain a Booking Slot. You will receive a Booking Reference number to be used on relevant documentation.

2. Conditional orders - buyers may issue you with a conditional Purchase Order. We will not take bookings for the delivery of such Purchase Orders until they become confirmed. However, we will provide tentative Booking Slots for Today's Special Value products but the conditional Purchase Order will still need to be converted to a confirmed status for the delivery to proceed. The buyers must do this five days prior to your Booking Slot. Once done, your Booking Slot is confirmed automatically.

3. Driver arrival time - drivers must arrive 15 minutes before their allocated Booking Slot, to give us time to process all documentation and comply with Health & Safety requirements.

4. Booking changes - booking changes must be arranged at least five working days before your confirmed Booking Slot.

5. Cancelling deliveries - cancellations must be arranged at least 24 hours before your Booking Slot.

If you fail to do so or don't deliver your goods as agreed, we will issue a vendor chargeback (currently £250 per failed delivery).

6. QA failures - we won't accept any bookings for items that have failed first piece QA inspection.

7. Delivery non-acceptance - for your delivery to be accepted, the delivery items must match the items and quantities under the booking reference. If you deliver items and/or quantities that don't match that Booking Reference, we will not accept them at that time.

8. Documentation - upon arrival, the driver must present complete packing lists and delivery notes to the Traffic Office. The delivery notes must show the Booking Reference number and all documentation must be compliant with QVC Vendor Manuals (available at qvcuk.com/vendorrelations.html).

9. Compliance - all goods must comply with EU legislation and policies in the QVC Vendor Manuals.

10. Late deliveries - if deliveries are late, we may not accept them or they may be delayed.

11. Vehicles - please note that we only allow one vehicle for booking on site.