

The question "How good is their traffic program?" is often answered with "What discounts do they get from their carriers?"

Pricing is a key element, but we know it's only part of what you want from your transportation and distribution resources.

Choices, Choices

Each mode of transportation - air freight, truckload, small package, etc. - is optimized to certain types of freight and certain shipping requirements. Each carrier has its own inherent advantages based on its equipment inventory, terminal locations, and the positioning of its client base.

And your company has its own unique freight characteristics and shipping requirements.

At The Banfield Group, we want to make sure that when the carrier performs *your* required services, it's also capitalizing on *its own* operating efficiencies.

Match the carrier within the mode to support the program design. That brings greatest value to you.

A Four-Step Process

At The Banfield Group, we take a four-step approach to carrier selection:

1. Say what you want.
2. Invite offers.
3. Grade and compare.
4. Put it in writing.

First we write your Request for Proposal (RFP) for service providers. The RFP details every expectation and requirement ahead of time. We combine this information from the Traffic Audit and Requirements Assessment conducted earlier.

Only service providers who meet all the basic requirements and support the program design are invited to bid.

Each question or request in the RFP has a point value, representing its relative importance to your company. When the carrier's response is multiplied by the importance factor, the score makes for easy comparison.

Terra Firma

We'll assist and guide you through the selection process. After final details are negotiated, the carrier selection is finalized and you sign a contract with the carrier.

It's a binding agreement that freezes pricing, rules and service provisions for a defined period of time.

The Banfield Group's Carrier Selection Process provides a stable basis for you to manage carrier performance for optimum transportation results.

THE BANFIELD GROUP *Logistics Strategies for Supply Chain Optimization*

Carrier Request For Proposal

Contents

- RFP Procedures & Submittals
- General Selection Criteria
- Introduction to Acme Industries
- Services Requested
 - Performance Level
 - Delivery
 - Flat Rate
 - Hub & Spoke
 - Reporting
 - Electronic Data Interchange
- Financial Relationship
 - Rates and Tariffs
 - Payment and Credit Terms
 - Claims
- Supporting Information
 - Traffic Data
 - Required Service Locations
 - Product and Commodity Data
 - Sample Transportation Documents

Procedures

Please request Banfield Group for the location of any items contained in this RFP.

Select your written response by January 30, 1998 to:

The Banfield Group
1217 NE 42nd Ave.
Portland, OR 97213

All proposals received by January 30, 1998 will be evaluated. Proposals received after this date will be returned to the carrier and not considered.

The Appendix contains specific data that will assist in the preparation of carrier proposals. It addresses information in required places around The Banfield Group facility.

Carriers submitting proposals will be invited to present their proposals in person.

Schedule

- January 10 - 13 Telephone Interviews
- January 20 Deadline for Proposals to be received by The Banfield Group
- January 31 Carrier Interviews with Acme Industrial and Banfield Group staff
- February 7 Business intended offer verification of rates, rules and service
- February 9 Contract Negotiated

Weight	Zone	Carrier	Rate	Zone	Carrier	Rate	Zone	Carrier	Rate	Zone	Carrier	Rate
100	100	100	100	100	100	100	100	100	100	100	100	100
500	500	500	500	500	500	500	500	500	500	500	500	500
1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000

Carrier Requested	Carrier Response	Price	Timeliness	Value Added	Service	Score
Carrier A	Response A	Price A	Timeliness A	Value Added A	Service A	Score A
Carrier B	Response B	Price B	Timeliness B	Value Added B	Service B	Score B
Carrier C	Response C	Price C	Timeliness C	Value Added C	Service C	Score C