



## Vendor Direct-to-Consumer Guide

Dear Vendor:

To help ensure that we continue to exceed our customers' expectations and provide greater flexibility in shopping, Academy Sports & Outdoors has established a **Direct-to-Consumer** program with our vendors. Academy's Vendor Direct-to-Consumer program is designed to increase sales, improve customer satisfaction and enhance efficiency.

To guarantee success of this program, all instructions and expectations must be fully complied with and become applicable to all Direct-to-Consumer shipments. Please review this manual carefully. Any questions concerning information contained herein should be addressed prior to shipment of goods.

In addition to these Vendor Direct Standards, all Vendor Direct-to-Consumer transactions are governed by the Drop Ship Vendor Appendix and the Terms and Conditions of Purchase, as posted at <https://vendor.academy.com>.

### CONTACTS

Department	Responsibilities	Contact Information
Drop Ship Operations	<ul style="list-style-type: none"> <li>▪ Direct to Consumer order process inquiry</li> <li>▪ Compliance Expectations Inquiries</li> <li>▪ Product Quality Issues</li> <li>▪ Inventory/Out of Stock Issues</li> </ul>	dropship@academy.com
Accounting	<ul style="list-style-type: none"> <li>▪ Initial point of contact for all inquiries</li> </ul>	dropship@academy.com
Customer Service Support	<ul style="list-style-type: none"> <li>▪ Initial point of contact for all inquiries</li> </ul>	dropship@academy.com
Shipping	<ul style="list-style-type: none"> <li>▪ Initial point of contact for all inquiries</li> </ul>	dropship@academy.com
Radial (VendorNet)	<ul style="list-style-type: none"> <li>▪ Vendor Set up &amp; Training</li> <li>▪ Radial site inquiries</li> <li>▪ Account Access &amp; Password Reset</li> <li>▪ Inventory File Upload Issues</li> </ul>	ProductionSupport@vendornet.com

## Radial OVERVIEW

Academy is partnering with **Radial** (formerly VendorNet) to implement and manage our web based order fulfillment program. All order processing, invoicing and inquiries are handled through Radial. Training on order processing, ship confirmation, invoicing and customer service will be provided.

Radial takes advantage of Internet technology and allows you to receive and process orders with only a PC with internet access, an email account and a printer. You, as a vendor, will be able to update shipping information such as Ship Date, package tracking number and your invoice number via a webpage – or update the web page with a shipping file from your own shipping or distribution systems. Radial can also accept any shipping file format including traditional EDI 856 and EDI 810 files. The shipment and invoice data is then sent back to Academy electronically for updating our systems. This process allows our customers to receive their orders faster and you, as our vendor, to invoice faster, ultimately reducing the average time for payment from Academy.

## HOW IT WORKS

**Email Notifications:** You will receive email alerts advising when new orders are ready to be processed or if there has been status or change requests. In addition, email alerts are sent when orders have not been printed or shipped in a timely manner.

**Back Orders:** Backorders are not permitted. Product substitutions are not permitted.

**Ship Date Changes:** Should an order have a shipping delay, you will enter a new estimated ship date and await approval before shipping. You will receive a notification alerting you of the approval or a notice to cancel the order.

**Cost Changes:** A minimum of 30 days notification should be provided, prior to the cost change effective date. Orders placed while the former price is in effect must be honored.

**Inventory Updates:** Inventory updates should be performed on a daily basis. You may either upload manually via a file upload or directly from your database. If you are unable to comply with this requirement, please notify the Drop Ship Administrator.

**Communicating through Radial:** Radial offers the capability to communicate regarding order status, order changes, etc., by utilizing their comment utility. When either party places a comment on an order, an email is sent to the opposite party notifying them that a comment has been placed and is awaiting their response. All orders flagged with comments are waiting in the Pending Resolution Review bucket.

**Ship Confirmation:** When you “Ship Confirm” an order, the tracking number used for each shipment is entered on the order.

**Invoicing:** Invoicing is handled through Radial by either system to system, file uploads or manually entering your own invoice. Invoice numbers may not exceed a maximum of 8 characters long (letters & numbers). Each shipment requires a separate invoice number.

## SHIPPING REQUIREMENTS

Packaged product dimensions should be provided by the vendor, during the setup process. The vendor is responsible for the accuracy of these measurements and the resulting billable weight for freight expenses.

All drop ship orders are expected to be shipped via Academy's FedEx accounts, unless otherwise authorized by Academy.

**Important** – Approval for Expedited Shipping **MUST** be obtained from the Drop Ship Administrator, prior to shipping.

Freight costs must be separately stated and included in the invoice for the actual amount. Do not send a bulk invoice for freight for multiple shipments. All orders must be Ship Confirmed in Radial within 24-48 hours of shipping. To discuss shipping questions, please contact the Drop Ship Administrator.

Any shipments that are misrouted due to vendor error must be resolved at the vendor's expense. If the order is deemed undeliverable, the vendor must contact the Drop Ship Administrator immediately for ship-to address verification.

## PACKING LIST

All Vendor Direct-to-Consumer orders must have an Academy branded packing list enclosed in each carton shipped to the consumer. Packing lists are generated by Radial and may be printed by accessing their website. System to System/EDI vendors may produce the packing list from the data transmitted in the purchase order. If generating the packing list, a sample packing slip must be submitted to the Drop Ship Administrator for approval, prior to shipping.

No other inserts or outside materials are allowed without Academy's express written approval. Product info, warranties, instructions, etc. are acceptable.

## CUSTOMER SERVICE

All customer service issues will be handled through Radial via the comment utility. Once an inquiry has been received by our Customer Service team, the information will be entered into Radial as a comment. To ensure a quick resolution, your response should be added as a comment to the order on Radial within 1 business day of receipt of the inquiry or change. Be as specific as possible. Academy will communicate with our customers as we receive updates by you. Please contact Academy's Drop Ship Administrator with any questions or concerns that cannot be handled through the Radial comment utility.

## **CLAIMS AND RETURNS**

Academy accepts returns for e-Commerce Merchandise within ninety (90) days after receipt by the customer provided the merchandise returned is:

- (a). unused and re-saleable
- (b). actually defective
- (c). damaged during the course of shipment from Drop Ship Vendor to Academy's customer.

Returnable product costs shall be reconciled through the "Return Goods" allowance as set forth in the Drop Ship Vendor Appendix.

## **INVOICING AND PAYMENT**

The invoice process is completely electronic and processed through Radial. No paper invoice will be accepted. Each shipment of an order must be invoiced separately. Invoices require shipment confirmation for payment. Please refer to the Invoicing and Payment section of the Drop Ship Vendor Appendix and the Terms and Conditions of Purchase for additional payment information.