



Wholesale Marketing Alliance, Inc.

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Mcat Promotional Catalog Insight **The Focus and Value of WMA's Mcat Catalog**

WMA's Uniqueness

What makes our regional specialty wholesalers so unique is that we are strategically located across the United States with an important office products distribution link network. This allows for better services, easier access and catering to the many smaller specialty stores and shops that have office supplies and specialty related Sku offerings. Over 50% of our business is in the collegiate and educational retail marketplace. The rest of our customer base consists of any "for resale only" retailer that seeks the breadth of product line and services we offer.

Our annual **School & Office Merchandise Catalog (Mcat)** ships from the printer as close to February 15th as possible with focus on Back-To-School (BTS) promotional pricing. We push hard to have Mcat in the hands of collegiate retailers before the annual NACS Camex show. Our retailers use the Mcat for a full year and take advantage of the special promotional pricing being offered through the regular BTS season. The BTS season sales period is essential and critical to our mutual success. By promoting a wide variety of school and office supply related items geared toward the BTS season, it helps prepare retail buyers for the various retail focus activities during this time period.

WMA Advantage

- ❖ National product support through six partnering wholesalers with innovative promotions directed towards new and repeat sales for our dealer/retailer partners.
- ❖ Nationwide in-store service by an experienced wholesale sales team of nearly 100.
- ❖ Immediate support and market introduction of new products and displays.
- ❖ National marketing catalogs and promotions with regional distribution and sales support.
- ❖ Centralized feedback to the manufacturer regarding products, dealers, and pricing issues.
- ❖ WMA members who remain independent and uniquely responsive to our dynamic marketplace.

Mcat (School & Office Merchandise Catalog) Benefits

- ❖ Largest of our two (2) promotional catalogs with a focus on the regular BTS season and a shelf life of a full year.
- ❖ Allows for the introduction and promotion of NEW products.
- ❖ Enhancement of on-going product and company visibility in the marketplace.
- ❖ Opportunity to build products, brand recognition and product sales.

As noted, Mcat is released in mid February as a solid, basic promotional catalog that is available as a critical reference tool throughout the year to retail buyers that are seeking what's new and innovative. Products are made available to them as presented by the nearly 100 member WMA sales force or by direct catalog mailings. Retail buyers are often pressed for time to make buying decisions and being represented in Mcat insures that your company and products come to mind constantly because the buyers continually use Mcat as a major reference tool throughout the year.

A misconception about our promotional catalogs surfaces from time to time. One may not see a significant sales increase and conclude the listing was not worth the effort. From our experience and perspective, this view is a mistake. The fact is our highly acclaimed professional Mcat Catalog places your products in front of buyers as nothing else can. Add a highly capable sales force to show and sell your products and you obtain a critically positive marketing and sales thrust. While we all understand that times are tough, it's critical to insure that sales and marketing of your products is on-going with the best tools possible. To this end, your presence in Mcat is essential. Too often, we see a dramatic sales drop when a Mfg. drops out of Mcat. Unfortunately, regaining lost shelf space and sales can be very difficult.

The sales force of WMA members use the Mcat as a consistent sales and reference tool throughout the entire year. In short, your product presence and support of the promotional catalog are carefully noted by retail buyers. Simply stated, Mcat (as a promotional catalog) provides a superior win-win marketing exposure for all involved and at the end of the day, that is what we all want to accomplish.

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