



Written Questions and Answers

Athletics E-Commerce Partnership

RFP UK-2273-23

Closing Date: 07/29/2022

Today's Date: 07/15/2022

| No. | Question | Answer |
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| 1 | Please send along the past 3-5 years of historical online sales in addition to any Google Analytic reports you may have from an annual and/or monthly standpoint. | See attachment |
| 2 | Please confirm sales are from the athletics URL/Shop only and not from a larger network of online stores. | Reported sales (Q#1) are related to sales from UKTeamShop.com |
| 3 | Are there any sponsorship or licensing deals that impact the retail area in any way? (e.g., limitations on vendors or use of marks, plus 1 model, etc.) If so, please explain: | UK's licensing agent, Fermata Partners, manages the university's licensing program. Currently, apparel licensing is restricted to Nike and Fanatics. Other apparel licensees are Authorized Direct Licensees (ADLs). |
| 4 | Do you require that your merchandising concessionaire have any minimum commitments to any licensed vendors (e.g., official team supplier(s))? | Any products bearing the university's trademarks are required to be produced by a vendor licensed to use the marks. |

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| 5 | We would need to be granted a full license to manufacture, produce and sell official merchandise as part of this procurement. Can you assist with that approval with CLC | | This RFP will result in an agreement for on-line retail sales only and does not grant the contractor a license to produce licensed merchandise |
| 6 | Who owns the existing e-commerce shop customer database? Kentucky or Fanatics? How many current customers are within that database | | Fanatics. Unknow. |
| 7 | Who owns the current e-commerce shop URL for your online store? Kentucky or Fanatics? | | Kentucky. |
| 8 | What is currently being done on the marketing front to drive sales? For example, how many dedicated emails, social media posts, digital marketing, OAS website ads etc. a. How much is currently being spent on SEM/SEO? | | This is all managed by the current vendor. |
| 9 | Who currently runs your athletic in-venue and brick and mortar stores/locations? 9 a. When would that contract come up for RFP as a possible addition to the e-commerce sales vertical? | | Barnes and Noble. |
| 10 | Can the brick & mortar/in-venue sale channels be a part of this RFP? | | This RFP is restricted to the offering within it and will not be expanded to include other distribution channels. |

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| 11 | <p>Are you able to provide the terms of existing agreement for in-venue/brick and mortar and online?</p> <p>a. What is the current rev share?</p> <p>b. Is there an existing annual guarantee or signing bonus?</p> | | This is not part of this RFP. |
| 12 | Can you confirm that the if/when a new partner is selected that you'd want a fully operational e-commerce store up and running (same for in-venue if that's an option)? | | No later than October 1, 2022. |
| 13 | "Do you have an in-house eCommerce team? Ecommerce director? | | No |
| 14 | Do you have developers or designers that we will work with?" | | No |
| 15 | Will UK athletics stay in place and this scope is only for the https://www.ukteamshop.com/ ? | | Correct. The university will continue to manage the OAS at UKAthletics.com. |
| 16 | What are your top 3 priorities for this re-platform? | | Service, Assortment, Sales |
| 17 | What is your current ecommerce platform? | | UKTeamshop.com |
| 18 | What is your desired kick off date for this project? | | October 1, 2022 |
| 19 | What is your desired launch date for this project? | | October 1, 2022 |
| 20 | Biggest constraint: Time, Cost, or Scope? | | unknow |

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| 21 | Who are your sector market leaders? Your benchmark competitors? | | unknow |
| 22 | Please list the top 3 features developed for your current solution you wish to replicate | | Seeking a partner to help identify any/all opportunities to enhance the experience for online shoppers of licensed Kentucky product. |
| 23 | What are your current, main pain points? | | unknow |
| 24 | "Do you sell products internationally? | | unknow |
| 25 | If so, how do you present different currencies, stores, and catalogs online? How do you handle language translations?" | | unknow |
| 26 | How do you categorize your customers (B2C, B2B, Wholesale, etc)? | | B2C |
| 27 | Will the store be multi site or multi brand? | | unknow |
| 28 | Will your site be B2C, B2B, or a combination? | | B2C |
| 29 | What is your current monthly unique traffic? | | This information is owned by the current vendor |
| 30 | What is your current annual online revenue? | | Revenue report is attached. |
| 31 | Other services? (Fulfullment Services, Customer Engagement, Growth Marketing, Data Science and Analytics) | | Full scope is outlined in RFP. If additional services are offered, the will be considered in the valuation of "best value". |
| 32 | Is contractor responsible for purchasing inventory? | | Yes. |
| 33 | Is contractor responsible for being merchant and seller of record for all store transactions? | | Yes. |

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| 34 | Is contractor responsible for receiving, storing, pick/pack/ship, freight and returns? | Yes. |
| 35 | Is contractor responsible for all contacts from customers related to the store by phone, email, chat? | Yes. |
| 36 | Is contractor responsible for all marketing services to drive store revenue including demand generation spend? | Yes. |
| 37 | If so, any marketing restrictions that would apply? | Yes. University would require its advance approval of any/all marketing. |
| 38 | For feature support and development, contractor responsible for roadmap and changes to the storefront and platform? | Yes. |
| 39 | Are you interested in a full site redesign? Just a few pages or emails? | Each respondent should offer what they feel to be the best solution. |
| 40 | "Will you use a third party design agency for website page designs? If so, which one?" | Contractor to provide. |
| 41 | Do they have eCommerce design experience?" | N/A |
| 42 | Do you have a brand style guide? (link if available) | https://www.uky.edu/prmarketing/sites/www.uky.edu.prmarketing/files/Graphic%20Standards%20M9-16.pdf |
| 43 | Which product types do you currently sell? (physical, virtual, downloadable etc) | Current offering is available at www.UKTeamshop.com |
| 44 | Need to offer product bundles or kits? | Current offering is available at www.UKTeamshop.com |

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| 45 | Do your products have variants (parent child relationships)? ex. size and color combinations | | Current offering is available at www.UKTeamshop.com |
| 46 | Will you offer gift cards? Virtual or physical or both? | | To enhance sales, offering gift cards would likely add to the value of each proposal. |
| 47 | Would you like to offer product personalization or customization? | | Respondents can determine to offer this in their proposals if they believe it enhances their proposal. |
| 48 | On average, how many attributes are there per product? | | Unknow |
| 49 | Should customers be able to sign up for product price change alerts? Product stock alerts? | | Respondents can determine to offer this in their proposals if they believe it enhances their proposal. |
| 50 | Would you like to show stock availability or messaging on the PDP? | | Respondents can determine to offer this in their proposals if they believe it enhances their proposal. |
| 51 | What kind of product media do you have (e.g. images, videos, 360 views, # of images per product)? | | This must be provided by the contractor if the contractor wishes to utilize. |
| 52 | Would you like to offer rich content (like instructions or downloadables) on product pages? | | This must be provided by the contractor if the contractor wishes to utilize. |
| 53 | Would you like to display complex product information like specifications or other details below the main product information section of a product page? | | This must be provided by the contractor if the contractor wishes to utilize. |
| 54 | Do you currently use a 3rd party platform for product reviews? | | No |

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| 55 | Would you like product flags in the catalog and / or on the PDP? (ex. sale, new, etc) | | This must be provided by the contractor if the contractor wishes to utilize. |
| 56 | How do you handle pricing? Do you use MAP pricing? Sale prices? Tiered pricing? | | Pricing is determined by the contractor. Unknow |
| 57 | Do you have multiple price lists for different customer groups? | | This must be provided by the contractor if the contractor wishes to utilize. |
| 58 | What is your category structure? How many categories & subcategories? | | Unknow |
| 59 | Do you require faceted navigation? (e.g. ability to sort and filter products by attributes like color, size, price range) | | This must be provided by the contractor if the contractor wishes to utilize. |
| 60 | Would you like to implement a product quick view feature from the CLP? | | This must be provided by the contractor if the contractor wishes to utilize. |
| 61 | Can you provide data to be migrated in a Cart.com provided format for migration? | | This must be provided by the contractor if the contractor wishes to utilize. |
| 62 | Migrate products / inventory? How many SKUs / products in your catalog? | | This must be provided by the contractor if the contractor wishes to utilize. |
| 63 | Migrate customers (not including passwords)? How many customers? | | This must be provided by the contractor if the contractor wishes to utilize. |
| 64 | Migrate order history? (ex. a year's worth of order history for reference only, not re-order) | | This must be provided by the contractor if the contractor wishes to utilize. |
| 65 | Migrate CMS content? How much content? Blog? | | This must be provided by the contractor if the contractor wishes to utilize. |

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| 66 | Social sign-in? | This must be provided by the contractor if the contractor wishes to utilize. |
| 67 | User generated content (eg Instagram feed)? Third party? | This must be provided by the contractor if the contractor wishes to utilize. |
| 68 | Would you like to offer any customer feedback tools? | This must be provided by the contractor if the contractor wishes to utilize. |
| 69 | Would you like to have an FAQ page? Which other content pages? | This must be provided by the contractor if the contractor wishes to utilize. |
| 70 | Will you offer live chat? Which service? | This must be provided by the contractor if the contractor wishes to utilize. |
| 71 | Do you currently have a blog? WordPress or other? Integrated or separate? | UKAthletics.com is the Official Athletic Site (OAS) for the university. |
| 72 | Will you offer a rewards or loyalty program? | This must be provided by the contractor if the contractor wishes to utilize. |
| 73 | Will you need any custom input forms for your customers? | This must be provided by the contractor if the contractor wishes to utilize. |
| 74 | How do you plan to handle shipping? | This is to be managed by the contractor. |
| 75 | Which countries will you ship to? | This must be provided by the contractor if the contractor wishes to utilize. |
| 76 | Who will your delivery providers be for each country? | This is to be managed by the contractor. |
| 77 | How will you handle shipping calculations? | This is to be managed by the contractor. |
| 78 | How will you handle tax rules and calculations? Avalara? | This is to be managed by the contractor. |
| 79 | Do you want to implement any fraud prevention? | This must be provided by the contractor if the contractor wishes to utilize. |
| 80 | Do you want to offer address validation? | This must be provided by the contractor if the contractor wishes to utilize. |
| 81 | How do customers initiate returns and how do you handle returns? | This is to be managed by the contractor. |

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| 82 | What types of promotions will you want to run? Discount codes, buy one get one, free ship, gift with purchase, samples, etc? | | This is to be managed by the contractor. |
| 83 | Will you require a customized checkout flow? | | This should be part of the response to the RFP. |
| 84 | Multi address shipping? | | This is to be managed by the contractor. |
| 85 | Gift messaging? Gift wrapping? | | This must be provided by the contractor if the contractor wishes to utilize. |
| 86 | What types of payments methods do you accept? | | Contractor is responsible for payment processing from consumers. Contractor will pay university its commission via electronic transfer. |
| 87 | Which payment processor / gateway do you prefer and why? | | This should be part of the response to the RFP. |
| 88 | Which countries do you accept payment from? | | Contractor is responsible for payment processing from consumers |
| 89 | Which currencies do you accept payment in? | | Contractor is responsible for payment processing from consumers |
| 90 | Do you need a store locator? | | No. This RFP is for e-commerce only. |
| 91 | Do you want the ability to ship from store? | | N/A |
| 92 | Will you allow a customer to pick up website orders at a store (BOPIS)? | | N/A |
| 93 | Can in-store customers order in-store for home delivery? | | N/A |
| 94 | What information do customers need to provide for account creation and what is the process for data storage? | | This is to be determined by contractor. |
| 95 | Do you have an email newsletter sign-up? What are your opt-in preferences? | | This is for contractor to build. |

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| 96 | Do you want your customers to have the ability to place back orders? and pre-orders? | | This is to be determined by contractor. |
| 97 | Do you have non-product content such as buying guides? | | This must be provided by the contractor if the contractor wishes to utilize. |
| 98 | Do you have an ERP solution? If so, which one? | | Not relevant to this RFP. |
| 99 | Do you want your current ERP to be integrated into your eCommerce solution? | | Not relevant to this RFP |
| 100 | Export order data to platform? Scheduled, flat file or near-real-time transfers? | | This must be provided by the contractor if the contractor wishes to utilize. |
| 101 | Import offline order data to platform? Scheduled, flat file or near-real-time transfers? | | This must be provided by the contractor if the contractor wishes to utilize. |
| 102 | Import shipment tracking info to platform? Scheduled, flat file or near-real-time transfers? | | This must be provided by the contractor if the contractor wishes to utilize. |
| 103 | Import product data for product creation? | | This must be provided by the contractor if the contractor wishes to utilize. |
| 104 | Import product inventory? Scheduled, flat file or near-real-time transfers? | | This must be provided by the contractor if the contractor wishes to utilize. |
| 105 | Does your ERP provide product tax and category information? | | This must be provided by the contractor if the contractor wishes to utilize. |
| 106 | Sync customers? From some platform? Scheduled, flat file or near-real-time transfers? | | Not relevant to this RFP |

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| 107 | Do you currently have a CRM system that should be integrated with the eCommerce platform? | | No. The university's CRM system will be separate from the services for which this RFP was issued. |
| 108 | Do you have a WMS / OMS? If so, which one(s)? | | Not relevant to this RFP |
| 109 | Is your WMS or OMS part of your ERP system? | | N/A |
| 110 | Do you have more than one warehouse? Will they need to be represented online? | | The university is not providing warehouse or other square footage related to this RFP. |
| 111 | Do you need multiple inventory levels for each SKU? | | This is for contractor to propose/determine. |
| 112 | Do you sell on marketplaces like eBay and/or Amazon? | | This RFP is for the operation of UKTeamshop.com |
| 113 | Do you need product feeds for marketplaces? Which ones? | | N/A |
| 114 | Do marketplaces use shared or siloed stock? | | N/A |
| 115 | Do you use the same or different pricing on marketplaces as on your website? | | N/A |
| 116 | Do you want products to only feed out to marketplaces? Or do you want the order fed back and captured within your systems as well? | | N/A |
| 117 | Do you offer an affiliate program? | | No |
| 118 | Do you use email marketing software? If so, which one? | | The university utilizes Salesforce as its CRM; however, the contractor will be responsible for generating its own leads and implementing its own marketing strategy (with advance university approval). |

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| 119 | Do you want your email marketing software integrated? | No |
| 120 | Do you want your email marketing software to handle transactional emails? | No |
| 121 | Do you use advanced search software? If so, which one? | This is to be determined by the contractor. |
| 122 | Would you like to try site optimization / AB Testing (Monetate, Optimizely, Qubit, etc) after launch? | This must be provided by the contractor if the contractor wishes to utilize. |
| 123 | Do you use a CMS Platform (eg Contentful)? | Salesforce, but not related to this service. |
| 124 | Do you use Google Analytics or other? | Not relevant to this RFP. |
| 125 | Tagging: Google Tag Manager, Tealium or other? | Not relevant to this RFP. |
| 126 | Do you use advanced reporting or business intelligence tools? | Not relevant to this RFP. |
| 127 | Do you need a separate, gated storefront for B2B users? | The university is seeking a B2C vendor. |
| 128 | What is the registration process like for B2B users? | N/A |
| 129 | Do you need the ability to set up custom catalogs for each customer? | N/A |
| 130 | Do you need the ability for customers to create companies and company hierarchies (parent accounts with approvals and custom pricing)? | N/A |

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| 131 | Do you need the ability for customers to request a quote? | N/A |
| 132 | Do you need the ability for customers to pay on credit? | This must be provided by the contractor if the contractor wishes to utilize. |
| 133 | Do you already have specific vendors that you prefer to procure merchandise or products? If so, who are those vendors? | N/A |
| 134 | Do you have an in house team for procurement, or are you looking for this service in the RFP response? | The university will not be procuring product related to this RFP. |
| 135 | Do you have a requirement on how many warehouses your products are fulfilled from? | The university is not providing warehouse space or other square footage related to this RFP. |
| 136 | What levels of inventory are you used to storing or purchasing? Please be as specific as possible | The university will not be procuring product related to this RFP. The university is not providing warehouse space or other square footage related to this RFP. |
| 137 | Do you have any demands on deliverability speeds or carrier options? Please be specific | Respondents should present the best solution as a part of their proposal. |
| 138 | Do you intend to fulfill products listed on marketplaces or other third party channels? If so, do you have any current volume metrics? | Respondents should present the best solution as a part of their proposal. |
| 139 | How many inventory turns per year? | Respondents should present the best solution as a part of their proposal. |
| 140 | Average Order Value? | Question is unclear. |
| 141 | Average units per DTC order? | Question is unclear. |
| 142 | Return %? | Question is unclear. |

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| 143 | Average Sku Count? | Question is unclear. Respondents should present the best solution as a part of their proposal. |
| 144 | Do you have products that need secure storage? | Not related to this RFP. |
| 145 | Can companies from Outside USA can apply for this? (like, from India or Canada) | Anyone can respond to this RFP. |
| 146 | Whether we need to come over there for meetings? | Yes, you will need to attend some meeting on Campus. |
| 147 | Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada) | Unknow |
| 148 | Can we submit the proposals via email? | No, See section 3.7 of the RFP |
| 149 | Is there an RFP for your Athletics in-venue business as well? | No |