AHEAD
WHOLESALE

PARTNERSHIP PROPOSAL & CAPABILITY STATEMENT

SUPPLIER | BRAND | STRATEGIC PARTNER

A current overview of AHEAD Wholesale's marketplace capabilities, operating model and partnership approach.

Purpose To establish a clear framework for exploring an authorized supplier, brand or strategic partnership with AHEAD Wholesale.	**Positioning** A discovery-driven, multi-category marketplace focused on curation, merchandising and connecting distinctive products with retail and future B2B demand.

COMPANY OVERVIEW

AHEAD Wholesale is a launched multi-category marketplace designed around product discovery rather than an undifferentiated catalog. AHEAD identifies supplier products with a reason to be noticed, organizes them into customer-facing destinations, and uses its commerce and merchandising infrastructure to present those products as part of a unified retail experience.

The operating model is intentionally capital-light. Where a supplier relationship supports direct fulfillment, AHEAD can broaden assortment without purchasing speculative inventory in advance. That structure allows the marketplace to test demand, learn from customer behavior and deepen supplier relationships as performance develops.

"AHEAD is not betting on one product. It is building the system for finding the next one."

CORE CAPABILITIES

Supplier Catalog & Data Structured supplier-product records, variants, source tracking, validation controls and supplier-specific data.	**Import & Mapping** Catalog ingestion, mapping, multi-variant grouping, duplicate review and supplier-specific pricing-rule support.
Merchandising & Galleries Customer-facing destinations, product presentation and multi-image galleries that separate raw supplier data from the retail experience.	**Commerce** Storefront, checkout and payment infrastructure designed to support direct customer transactions.
Content & Discovery Product storytelling, social content, demonstrations and education for unfamiliar, distinctive or emerging products.	**B2B Expansion** A future path to serve qualified business buyers with separate pricing and commercial terms.

CURRENT MARKETPLACE SCALE

AHEAD has progressed beyond concept development into a launched marketplace with substantial supplier and catalog infrastructure. These figures describe current build and discovery scale; they are not presented as revenue, profitability or customer-traction claims.

9,259	24	22	8,381
SUPPLIER-PRODUCT RECORDS	SUPPLIERS	SHOPPING DESTINATIONS	GOOGLE-DISCOVERED PAGES

PARTNERSHIP VALUE PROPOSITION

For suppliers and brands: AHEAD provides an additional sales and merchandising channel designed to do more than host a product listing. The objective is to give appropriate products a clear place inside the AHEAD discovery system, preserve brand context, improve product presentation and develop demand through customer-facing merchandising and content.

For AHEAD: strong supplier relationships provide authentic products, dependable data, competitive economics, reliable fulfillment and the ability to build a marketplace customers can trust.

PROPOSED OPERATING FRAMEWORK

1. Product Authorization	Supplier confirms which products AHEAD is authorized to market and sell, along with any brand-use, channel or marketplace requirements.
2. Product Data	Supplier provides or authorizes current product information, images, variants, pricing/cost, availability and relevant specifications.
3. Commercial Terms	The parties agree on pricing, payment, order handling, shipping, returns, warranty responsibilities, MAP or other restrictions, and any minimum requirements.
4. Merchandising	AHEAD determines appropriate customer-facing placement, destination/category assignment and marketing presentation consistent with agreed brand requirements.
5. Fulfillment	Orders follow the mutually agreed fulfillment model. Supplier-direct fulfillment is preferred where operationally appropriate.
6. Performance Review	The parties can review sales, operational issues, assortment, customer feedback and opportunities to deepen the relationship.

PARTNERSHIP STANDARDS

AHEAD is seeking relationships that can support a credible, durable sales channel. Preferred partners share the following operating principles:

Authenticity & Authorization
Products should be authentic, accurately represented and authorized for the contemplated sales channel.

Reliable Product Data
Titles, descriptions, images, variants, specifications, pricing and availability should be accurate and maintainable.

Dependable Fulfillment
Shipping expectations, inventory status and issue-resolution responsibilities should be clear.

Customer Protection
Return, warranty, damaged-item and product-support responsibilities should be defined before launch.

Commercial Clarity
Wholesale cost, MAP or other pricing restrictions, payment timing, fees and order requirements should be documented.

Growth Potential
AHEAD favors relationships that can expand with performance rather than remain limited to a one-off listing.

COMMERCIAL MODEL

AHEAD uses supplier-specific pricing rules rather than one universal markup. Many current catalog workflows use approximately a 40% markup on supplier cost, while some supplier or category economics may differ. These are internal merchandising rules, not guaranteed margins or mandatory partner terms. Final economics depend on supplier cost, shipping, fees, returns, competitive positioning and the negotiated relationship.

WHAT AHEAD IS SEEKING

PRODUCT ACCESS	FULFILLMENT FIT	RELATIONSHIP
Distinctive, authentic products with a compelling reason to be discovered.	A practical order and shipping model, preferably supplier-direct where appropriate.	A partner willing to test, learn and expand when the channel performs.

NEXT STEP

Following an initial conversation, AHEAD proposes identifying an appropriate group of products to evaluate together, confirming commercial and fulfillment requirements, and determining whether a focused launch, broader catalog relationship or other strategic partnership is the right next step.

This document is a capability statement and discussion framework. It is not a binding agreement, purchase commitment, exclusivity commitment or guarantee of sales. Final responsibilities and commercial terms should be documented separately by the parties.

AHEAD WHOLESALE
AheadWholesale.com

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