

## **Frequently Asked Product Submission Questions:**

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### **Is my company's product right for QVC?**

Products that are highly demonstrable, solve problems, make life easier, appeal to a broad audience and have unique features and benefits are of interest to QVC. The following is a list of product categories that QVC is pursuing:

Women's Apparel	Handbags and Luggage	Kitchen Gadgets
Women's Accessories	Health and Fitness	Kitchen Electrics
Bakeware and Cookware	Home Décor	Patio and Garden
Beauty	Home Improvement	Personal Care
Bed and Bath	Home Textiles	Pet Products
Consumer Electronics	Household Cleaners	Storage Solutions
Cookbooks	Jewelry	Toys
Food		

QVC **does not** sell the following category of products:

Feminine/Personal Hygiene	Gambling-related Products	Sexual Aids
Firearms	Genuine Furs	Tobacco-related Products
Fuel Additives		

### **Does my item have to be manufactured?**

The item you submit for a product evaluation should be a manufactured item or, at the very least, a working prototype with a secured manufacturer.

### **Will QVC help me manufacture my product or idea?**

QVC does not assist inventors and entrepreneurs with manufacturing. If you are starting a business or need business advice, please view our Resources for Entrepreneurs page.

### **Is there a fee to submit?**

No; QVC does not charge for a product evaluation nor does it sell its airtime.

### **Is there a minimum purchase order quantity?**

A minimum purchase order is typically \$30,000-\$35,000 per item at wholesale cost. Products selected for QVC Sprouts will require significantly lower initial quantities.

**May I speak with a buyer to discuss my product?**

Due to the volume of product submissions, buyers are unable to speak directly with applicants. If your product is selected to move forward, you will be contacted by the QVC Product Discovery team and appropriate buyer.

**Does QVC sell cause-related merchandise?**

At times, QVC sells cause-related merchandise where a donation is made to a specific charity. If QVC is interested, the product will be evaluated using QVC's normal evaluation procedures and then scrutinized against QVC's guidelines on cause-related marketing.

**I have more than one item. Should I submit an application for each?**

Only one application per company is necessary. We encourage you to edit your selection to a small number of products that you feel will be of most interest to QVC. We also encourage you, if applicable, to provide a link to your website so we can view your entire product assortment.

**How long will the review process take?**

The QVC Product Discovery Team will contact you via email approximately 2 to 4 weeks from the time your submission is received to inform you of a decision.

**Should I mail QVC a product sample to QVC?**

No, QVC prefers that you do not send unsolicited product samples. If QVC requests a sample, please enclose a copy of your product submission form. Do not send any materials that cannot be replaced, such as an original prototype or mold. QVC accepts no responsibility or liability for the safe arrival, handling or return of any submitted materials. QVC does not return unsolicited product samples.

**How do I know if my application is successfully submitted?**

You will receive an automated reply email confirming your application has been successfully submitted.

**What factors should I keep in mind when calculating my cost to QVC?**

As the vendor, you determine the cost of goods to QVC. There are several factors to consider, including but not limited to: packaging and shipping your products to the QVC warehouse, required quality testing, certifications, and inspections, and supplying an on-air guest. QVC is unable to provide estimates on these costs.

**May I have access to QVC's shipping & quality control requirements?**

Once QVC has made the decision to move forward with your product, we will provide you with access to our Quality Assurance, Packaging and Labeling Guidelines. We do not release this information until it is determined that QVC is interested in your product.

**Will the application be accepted if the required fields are not completed?**

No, you must complete all required fields in order to submit your application.