

Turn a wholesale seed shortlist into a clear enquiry

A useful wholesale seed enquiry should give the supplier enough information to identify each requested article, while giving the buyer a lasting purchasing record. The practical question is: how can a shortlist be structured so that quantities, questions, revisions and quotation checks remain clear? Use one numbered line per article and retain the product reference, requested amount and supporting notes together.

Build an identifiable article list

Start each line with the botanical name where available, followed by the full variety designation and supplier article code. Preserve suffixes, colour descriptions and mixture wording, because these details can distinguish articles within the same crop. A named carrot selection and a mixed-colour carrot article should remain separate lines. Add the retailer's internal stock code in another column without replacing the supplier reference. Retain a copy of the product description or a dated catalogue reference for each line. This gives the purchasing team a dependable way to recognise the article considered if the supplier catalogue changes later.

Define quantity, unit and production needs

State the requested quantity and unit on every line. Kilograms, grams and a stated number of seeds are not interchangeable, and a general instruction such as "one pack" should be used only when the pack size is identified and confirmed. Where the requirement is flexible, record a preferred amount and a clearly marked acceptable alternative. Keep the amount intended for purchase separate from the number of retail packets the buyer hopes to produce. Packet yield can depend on packing basis, handling loss and information that is not yet available, so the planning estimate should not become an unintended supply requirement.

Attach questions to the relevant line

Place article-specific questions beside the entry they concern. Relevant points may include available pack sizes, seed treatment status, documentation or the identity of a mixture. Recording questions at line level makes it easier for the supplier to answer precisely and for the purchasing team to identify unresolved issues. Date the enquiry and assign it a version number. When details change, send a complete revised list and highlight the changed line rather than distributing corrections across separate messages. Keep requested substitutions distinct from confirmed substitutions; a similar name does not establish identical characteristics.

Check the quotation against the latest shortlist

Before accepting a quotation, compare it line by line with the latest approved version. Check article identity, units, quantities, packing, transport arrangements and every unanswered question. Record who approved each change, especially where purchasing and product-description work are handled by different people. Save the accepted references so they can support receiving checks and future reorders. Treat the enquiry as a request for confirmation: a published catalogue entry alone does not establish the quantity that can be supplied, final commercial terms or a delivery date.

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