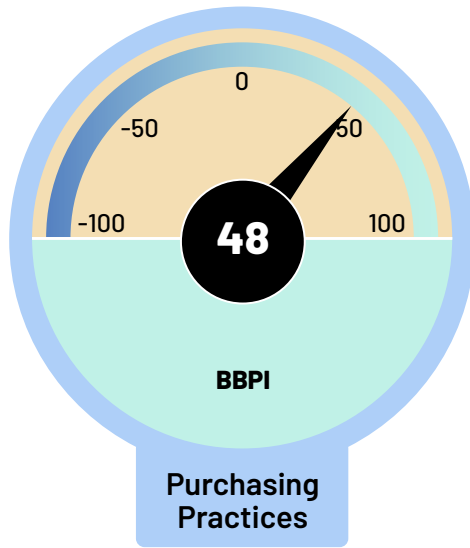


# Better Buying Partnership Index

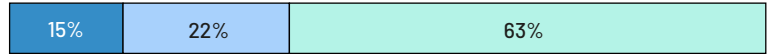
December 2023



BBPI 2022 Softgoods (n=1125)

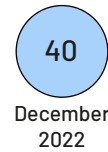


Softgoods (n=1026)



○ ● Detractors    ○ ● Collaborators    ○ ● True Partners

BBPI score:



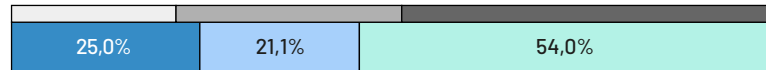
## Partnership performance

## Total respondents % (n=1026)

○ ● Detractors    ○ ● Collaborators    ○ ● True Partners

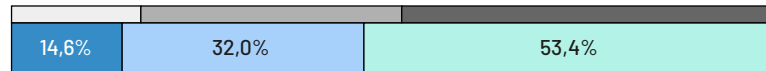
Comparison  
2022 / 2023

Softgoods Buyer gives the visibility necessary to plan our business operations



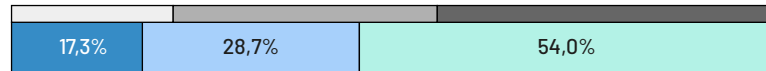
+4,6%

Softgoods Buyer gives us enough time for all processes



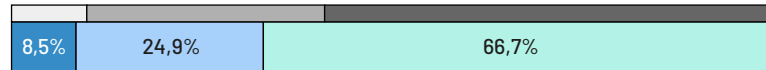
+5,0%

Softgoods Buyer's operational processes are efficient



+11,0%

Softgoods Buyer's financial practices are fair



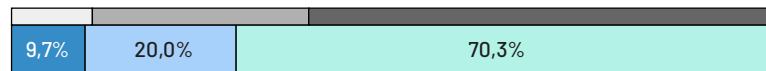
+4,0%

Business with Softgoods Buyer is stable



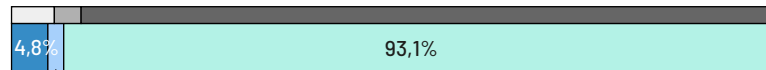
+4,1%

Softgoods Buyer has good communication practices



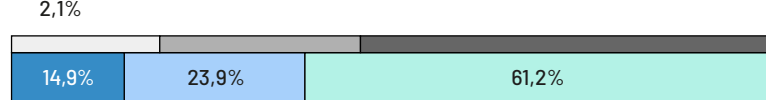
+8,1%

Softgoods Buyer's business dealings with us are free of corruption and bribery



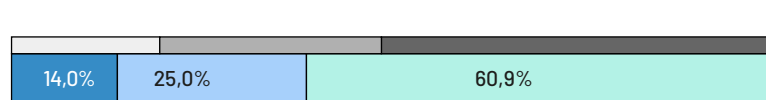
+2,5%

Softgoods Buyer reduces duplicative audit requirements for workplace conditions and environmental performance



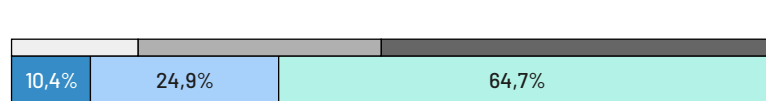
+9,4%

Softgoods Buyer does its part to improve working conditions in facilities in its supply chain



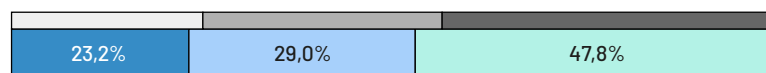
+10,0%

Softgoods Buyer does its part to improve environmental performance in its products and supply chain



+12,6%

Softgoods Buyer asks for our suggestions for product and process innovation



+4,2%

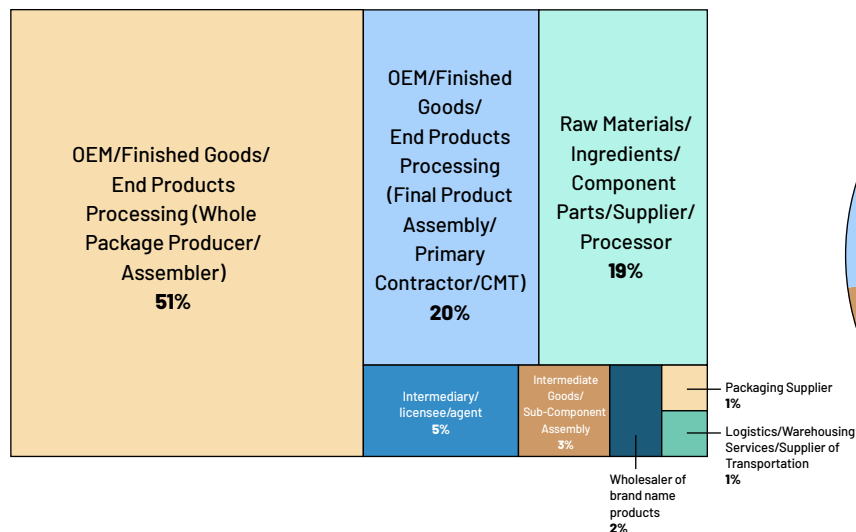
Softgoods Buyer is a preferred partner



+2,7%

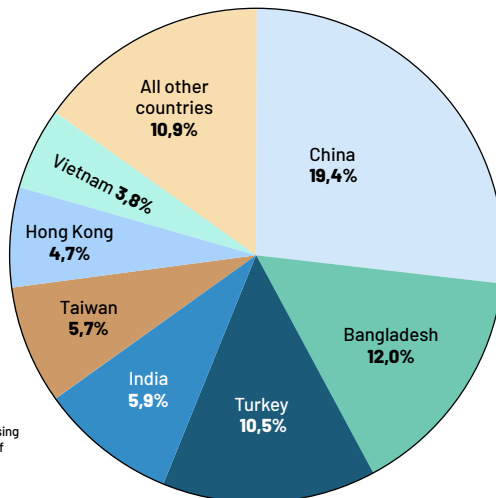
## Supplier participation

### Business Type

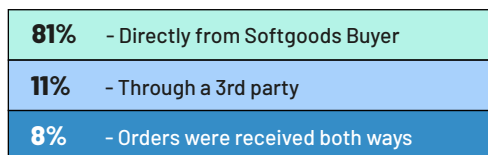


## Response rate: NA

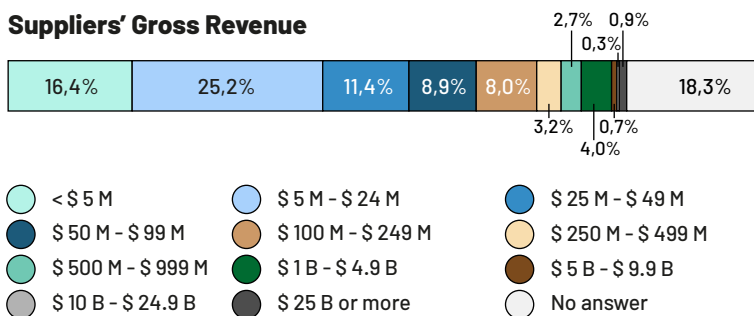
### Supplier HQ Country



### Orders Received



### Suppliers' Gross Revenue



### About BBPI Categories

**True Partners** understand and embody their role in creating mutually beneficial and sustainable partnerships. They seek input from suppliers through two-way dialogue and work closely with suppliers toward shared objectives and win-win solutions. Their work and use of time and resources is efficient and non-duplicative; their partnerships are marked by fairness, risk-sharing, and a long-term focus. Responses of "All of the Time" (5) on each of the questions are used to calculate True Partners %.

**Collaborators** strive toward improved communications with their partners and increasing levels of collaboration, transparency, and responsibility in their partnerships with suppliers. Collaborators are better partners than Detractors, as their practices frequently, but not always reflect a win-win mentality. Responses of "Often" (4) on each of the questions are used to calculate Collaborators %.

**Detractors** demonstrate a lack of trust in and respect for their suppliers by limiting the amount of information-sharing and not making efficient use of time and resources. Practices reflect a primary focus on achieving their own objectives and margins (often at the expense of suppliers), and this prevents open dialogue and blinds Detractors to opportunities for shared benefit. Responses of "Sometimes" (3), "Rarely" (2), "Never" (1) on each of the questions are used to calculate Detractors %.

### About Better Buying™

**Better Buying™** is a global initiative that provides retailers, brands, and suppliers a cloud-based platform to obtain data-driven insights into purchasing activities. Better Buying's transparency fosters sustainable partnerships and mutually beneficial financial results and other outcomes. Anonymous supplier ratings of member purchasing practices obtained by the independent third-party initiative are aggregated, scored, and made available to the retailers, brands, and suppliers with the goal of accelerating change and industry-wide improvements across supply chains. Better Buying Institute is a non-profit organization based in Texas in the United States.

For more information visit: [www.betterbuying.org](http://www.betterbuying.org)