



U.S. AIR FORCE BUSINESS SUMMARY (annual)

It is mandatory to submit a complete business summary/plan each year to the Air Force Branding and Trademark Licensing Office. The business summary package reflects back on the past year with our Brand and looks forward to the upcoming years.

The completed package should be marked “Confidential” and emailed to licensing@us.af.mil. (Please keep the file size below 10 MB.)

Following the outline below, answer each bulleted item beneath the 11 headers.

1. Company

a) Give a brief description of your company, including your company’s mission, any involvement in community outreach/volunteerism, and your products’ target audience(s).

2. Products

a) Did your Air Force-branded product line meet your expectations? Why or why not?

b) Submit a spreadsheet of your current Air Force inventory. Indicate on the spreadsheet if each product has a source document showing its approval.* (This is most easily accomplished by providing the Trademark Online submission ID number for the product.). For any product missing approval, upload a mockup of the item into the approval portal for our review.

3. Market Analysis

a) Tell us about total sales (not just Air Force) reported for your industry last year and your percentage of those sales.

b) Identify your top ten products. (Does not have to be Air Force products.)

4. Air Force Merchandise Sales Analysis

a) Provide your total annual sales of Air Force-branded merchandise for each category.

b) Provide your total annual sales of Air Force-branded merchandise for each distribution channel.

c) List your annual minimum sales and minimum royalty guarantee (found in the Table of Exhibits in your license). Identify if you did or did not meet the minimum sales and the MRG.

5. Sales Strategy

a) Describe your current sales strategy. Include a comprehensive list of all companies you currently use in each distribution channel for your Air Force merchandise.*

b) Identify your top two distribution channels for Air Force merchandise (by quantity sold) for the previous year.

c) Explain how your sales strategy will evolve in the upcoming year. How will you increase your sales of Air Force merchandise? Identify any barriers to gaining market shares.

6. Air Force Merchandise Marketing

- a) Describe how you implemented your Air Force promotional commitment into your marketing/advertising budget last year.* (Your minimum promotional commitment can be found in the Table of Exhibits in your license.)
- b) List any trade shows where you displayed/promoted your Air Force merchandise. Include photos of Air Force products on display, if available.
- c) Identify any additional avenues you will use in the upcoming year to market your Air Force merchandise.

7. Social Responsibility

a) Attach a copy of all current social compliance audits for overseas factories (or membership credentials) as required by your Manufacturer's Agreement.*

8. Quality Control

- a) Describe your quality control process.
- b) Describe your process for preventing unauthorized manufacturing/selling of Air Force products by your manufacturers.
- c) Provided an electronic copy of your most recent Certificate of Insurance that names the USAF as an additional insured.
- d) List any retailer/consumer inquiries and feedback related to your Air Force product line.*

9. Historical Analysis

- a) How was your experience with the Air Force Brand during the previous year? Consider ability to meet minimum royalties, challenges faced selling the Brand, support from the Air Force licensing staff, ease of entering the distribution channels, etc.

10. Goals

- a) Share the goals for the upcoming year for Air Force merchandise.
- b) If you have any new products you'd like to introduce to the market, include it in this section or download/include the ["New Merchandise Request"](#) from our website's Resources page. Provide justification on why the Air Force should incorporate these new product(s) into our licensing program and upload the mockup into the approval portal.
- c) If you have any new distribution channels you'd like for us to consider adding to your license, include it in this section or download/include the ["Distribution Channel Worksheet"](#) from our website's Resources page. Provide justification on why the Air Force should expand your license to include these channels.
- d) If you have any new manufacturers you'd like for us to consider adding to your license, include it in this section or download/include the ["New Manufacturer Request"](#) from our website's Resources page.
- e) If you have any new properties you'd like for us to consider adding to your license, include it in this section. Provide justification on why the Air Force should expand your license to include these properties.

11. Supplemental/supporting documents

- a) Submit any documents you feel supports your business plan.

* These are compliance items