How to gain TRUST & CONFIDENCE with International Buyer?

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Dun & Bradstreet (D&B), a Global Leader for 170 Years in Commercial information and Credit Rating

- The D&B Corporation owns and maintains the world’s largest and most comprehensive database on **more than 225 million business entities**
- Updated more than **1.5 million times** every day
- 2012 worldwide revenue : US$ 2 billion
- Market Capitalization : US$ 6.08 billion
- Worldwide employees : Over 5,500
- D&B Corporation is public listed: **New York Stock Exchange (NYSE: DNB)**
- Ranged 996 in 1000 Fortune and No1 in Financial Information category, being named by Fortune for the most admired company in the US since 2007
- D&B’s Business Information Report and DUNS number are used by government institutions and thousands of global companies to verify their suppliers
Why COMPLIANCE and TRANSPARENCY is important to international Buyers?
“Difficult for buyers to know who they are dealing with”

“Insufficient transparency and business insight on sellers especially at the time of economic downturn”

... ...

Needs

“A more transparent and insightful international trading environment”
The impact of increased risk in Buyer supply chain can be significant.

Negative Impact of Supply Disruption on Profitability

- 11% Costs
- -7% Sales Growth
- -35% Shareholder Returns

Relative Percentage Change, Control-Adjusted Performance Across Three Years

To succeed, Buyer need to manage their suppliers throughout the lifetime of supplier relationships.

- Legally registered?
- Health & Safety?
- Quality?
- Environmental impact?
- Energy use?
- Financial capabilities?
- Etc.

- Numbering system
- Electronic Data Interchange (EDI)
- Insightful analysis via periodically evaluation (in-house and/or outsource to a reliable third party)
How to gain TRUST and CONFIDENCE with International Buyer?
The power of DUNS Number

- Universally recognized and accepted in all worldwide transactions, it increases trust and facilitates global recognition for businesses, neutral to country of origin.

- It is a unique 9-digit number assigned to every business in D&B’s Global Database who have passed D&B verification process, it enables easy access to information and facilitate global trading.

- The D&B D-U-N-S® Number is the global standard for authenticating businesses for online and offline transactions.

- It is extensively used for vendor pre-qualification by:
  - Fortune 500 Companies, such as: Wal-mart, Target, Home Depot, Intel, Apple, etc.
  - Recognized, recommended, and/or required by 200 Global, Industry and Trade Associations:
    - US Government
    - The United Nations
    - European Commission
    - International Standards Organization
    - Australian Government
Why DUNS Number is important in int’l Trade?

• The Data Universal Numbering System, abbreviated as DUNS or D-U-N-S, is a system developed and regulated by Dun & Bradstreet (D&B), that assigns a unique numeric identifier, referred to as a "DUNS number" to a single business entity.

• It was introduced in 1963 to support D&B's credit reporting practice. Because of its accuracy and update done by D&B, the DUNS number is recognized and accepted worldwide to become common standard in certifying potential partners before making business decision. DUNS users include the European Commission, the United Nations, the United States government, US Customs….together with more than 200 global, industry, and trade associations, and many MNCs like GM, Apple, Walmart, Target, Intel, Siemens…Currently D&B has been DUNS numbering over 225 million companies throughout the world.

• When you know DUNS number of your partner, you will know exactly who you are doing business with.

• In Asian region, companies in Taiwan, Korea, China and Hong Kong has applied DUNS very successful to accelerate their export and import.
WAL-MART’s Supplier Registration is facilitated by Dun & Bradstreet

http://corporate.walmart.com/suppliers/minimum-requirements
... and to become supplier of TARGET

TARGET CORPORATION:

- Proceed to:
  http://supplierregistration.target.com/Supplier/
  Supplier_Registration_Checklist.aspx

Pre-Qualification Criteria

Target Corporation Supplier Diversity Initiative requires that you be registered with us as an identified or certified as diverse business enterprise for assistance from the Supplier Diversity team.

We accept certification from the following organizations:

- National or Regional Minority Supplier Development Councils (NMSDC)
- Women's Business Enterprise National Council (WBENC)
- U.S. Small Business Administration (SBA)
- Veteran/Disabled Veterans (VOB)
- LGBT
- We accept self-certification (form is a download as part of the registration process)

Minimum Requirements:

- History of proven successful projects
- Financial Stability (you may be asked to provide audited financial statements and a recent Dun & Bradstreet Supplier Evaluation report)
- Understanding of Target Corporation’s business and practices
- Ability to provide high quality, cost competitive goods Electronic Data Interchange Capabilities (EDI)
- Ability to participate in electronic strategic sourcing bids/activities
- Ability to meet all of Targets vendor requirements Ethical business conduct

Registration Checklist

Please prepare the following documentation BEFORE you proceed to register. You will not be able to continue without this information.

1. Basic Company Information
2. Federal Tax ID Number or EIN
3. D&B DUNS Number
4. Basic Contact Information
5. Company/Incorporation Documentation for Each Location
Suppliers of INTEL is required to pass Dun & Bradstreet’s verification

DUNS Number is required to enroll in APPLE Developer Program


D-U-N-S Numbers

What is a D-U-N-S Number?
The D-U-N-S Number is a unique nine-digit number that identifies business entities on a location-specific basis. Assigned and maintained by Dun & Bradstreet (D&B), the D-U-N-S Number is widely used as a standard business identifier.

Does my company/organization need a D-U-N-S Number to enroll in an Apple Developer Program?
Companies and educational institutions must provide a D-U-N-S Number registered to their legal entity as part of the enrollment process for Apple Developer Programs. A D-U-N-S Number is optional for government organizations. Before enrolling, use the D-U-N-S Number look up tool to see if you already have one. If you are enrolling as an individual, you do not need a D-U-N-S Number.
How to get DUNS for your company? And What benefits you have with DUNS

• **How:**
  - Call D&B VN Office Representatives: 39117288 to become DUNS Registered Supplier (DRS)
  - It takes 5-7 working days to be certified and have DUNS number
  - Cost is 4,400,000 VND/year (Exclude VAT)

• **Benefits:**
  - Listed in D&B Vietnam Key Supplier Directory [www.dnbvietnam/dnbsupplier](https://www.dnbvietnam/dnbsupplier) and D&B D-U-N-S® Registered Global Directory where millions of buyers in the world access every day.
  - Be provided DUNS Seal embedded on your company website to establish your credibility and authenticity online, standing out amongst your competitors
  - Turn prospects and site visitors into customers and business partner
  - Shorten the decision making cycle of your potential customers by proactively displaying your information before they seek an in-depth D&B report on your company
  - **Increase Export/Import opportunities** as a result of increased credibility, visibility and being found by potential buyers all over the world.

Get your business connected to the world potential buyers with D&B DUNS Registered (DRS)