Supplier Profile and Response Guide

Buyers on Flobid see your profile and your quote side by side with other suppliers. This guide shows how to set up the profile and answer requests so that buyers can see quickly why your offer fits.

1. Choose categories that match what you make

Requests are matched to suppliers by category and delivery country first. Choose the categories where you actually produce or deliver, and set the countries you deliver to, so the requests in your inbox are ones you can win.

- [ ] Your main category is the one where most of your orders come from.
- [ ] Specialisations are specific, such as folding cartons or channel letters, rather than broad.
- [ ] Delivery countries are the countries you are able to deliver to at a competitive cost.

2. Complete the profile

- [ ] Company name, registration number and VAT number, so the VAT check can be done.
- [ ] A short description that says what you make, for whom and in which volumes.
- [ ] Logo, contact person and the languages your team can answer in.
- [ ] Certificates such as FSC, PEFC or ISO uploaded, so Flobid can review them.
- [ ] Products, minimum order quantities and maximum formats described in your own words.

3. Decide which requests to answer

Each request shows a summary before you unlock it: category, delivery country, value band, deadline and how many places are left. Unlock the requests where you have a real chance, since a focused answer to a request that fits your production is worth more than many quick answers.

4. Write a quote buyers can compare

- [ ] Answer every point in the request, and state where you deviate from it.
- [ ] Show set-up, tooling, freight and packaging as separate lines next to the unit price.
- [ ] Give the lead time from order or from approved proof, and keep to it.
- [ ] Write down every assumption you made where the request was unclear.
- [ ] Offer an alternative as a separate option, with the difference in price and result explained.

5. Respond quickly and follow up

Response history is one of the factors in the matching, so answering requests and questions promptly helps your profile over time. If a buyer asks a question, answer it through Flobid so the reply stays with the request, and if you lose an order, use what you learned to adjust the next quote.

6. What buyers look for

- A total price they can compare without guessing what is missing.
- Proof that the company is real, such as the VAT check, the Verified badge and valid certificates.
- Examples of similar work and a clear contact person.
- Terms that are written plainly, including payment, warranty and what happens if quantities change.

> The ranking page on flobid.com explains how requests are matched with suppliers and how suppliers are ordered in the directory.

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