

## **Chapter 3 Competencies**

After successfully completing this chapter, the reader will be able to:

- Describe the planning process for purchasing.
- Explain how to create a vendor structure.
- Research potential vendors.
- Hold productive meetings with retail product vendors.
- Select product lines that are appropriate for the spa.
- Identify the activities that can bolster a spa and vendor partnership.
- Describe the benefits and risks of private label products.
- Implement a private label line in a spa and successfully market it.