

The Purchasing Post

Brands

Branding is very important to a vendor. The ideal marketing strategy is to have your product imbedded in a person's psyche that they become so loyal to that brand that the purchaser won't consider anything else. We have all seen the results of branding. In everyday speech, we hear the words "Google" instead of search, "Kleenex" when facial tissue is meant, "Jell-o" for gelatin, etc. How many arguments are generated when discussing the virtues of "Coke" versus "Pepsi" or the green tractor versus the red tractor? Brand loyalty is such an effective mechanism that companies strive to promote their products to younger and younger clientele in order to establish a lifelong consumer.

Public purchasing doesn't have brand loyalty. In the bid solicitation process, the specifications may include a brand name but it is usually followed by the words "or equivalent" or "or approved equal". The use of a brand name is for the purpose of describing the standard of quality performance, and characteristics desired and is not intended to limit or restrict competition. Once in a while there may be justification in specifying a particular brand, usually due to continuity in a research project.

Impartiality is one of the goals in public purchasing. We try to keep the purchasing process open and allow all comers an opportunity to do business with the University. Just because a vendor is offering an unfamiliar brand does not mean it is a bad piece of equipment. If the item is the low bid and meets the specifications, then it is purchased, regardless of the name.



Fiscal Year 2011 Wrap-up Dates

May 9 at 1:00 pm – Year-End Training, KSSU Big XII room

May 10 at 9:00 am – Year-End Training, KSSU Big XII room

May 11 at 10:00 am – Year-End Training, Salina campus

May 13, 2011 – Purchase requisitions for \$25,000 or more are due.

May 27, 2011 – Purchase requisitions under \$25,000 are due.

FY2012 purchase requisitions may be sent at any time. Bids will be solicited, but the orders won't be placed until July 1, 2011.

