

# Print Equipment Purchase Evaluation Template

## Planning

Let's work on your plan for this purchase. This is especially important for new machinery investments (i.e. you're not upgrading an existing machine in your shop).

### Target Market

Who are you going to sell this to?

### Marketing Plan

Do you have a marketing plan? If so, outline it here

### Sales Team Commitment

Do you have buy-in from your sales team on this purchase?      Yes      No

## Financial Evaluation

What will be the financial impact of this investment?

### Initial Cost

What's the initial cost?

### Maintenance Costs

What are the anticipated maintenance costs?

### Total Cost of Ownership:

Based on your initial cost, and anticipated maintenance costs, what is your expected TCO or Total Cost of Ownership?

### Expected ROI

What is the ROI that you expect, based on expected increased production capacity and revenue?

How long do you estimate it will take to recoup the investment through increased sales or cost savings?

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## Compatibility & Impact

How will this work with your existing space, systems and staff?

System Compatibility

Will it integrate with your existing/current systems?

Floor Space

Do you have the required real estate for this purchase?      Yes      No

Team Training Needs

Will your staff need additional training? If so, make sure you account for it in your costs

## Supplier Evaluation

In this section, score each potential vendor based on the following criteria, on a scale of 1-5.

Reputation:	Service:	Support (if available):
Is training available:	Yes      No	
Is warranty available:	Yes      No	
Overall Vendor Score (The sum of the items above (in this section):		

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