

CARTERS 10 C'S



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Definition/What is it for?

- ▶ In a nutshell, **Carter's 10 Cs** is a framework for evaluating potential suppliers. It's like a checklist to make sure you're picking the best supplier for your needs
- ▶ Carter's 10 Cs are pretty crucial for a few reasons:
 1. **Avoiding Bad Apples:** No one wants to deal with unreliable suppliers. The 10 Cs help you sift through the good, the bad, and the ugly to find reliable partners.
 2. **Saving Money:** It's not just about finding the cheapest option. You want value for your money, and evaluating things like competency and consistency means you're less likely to face costly problems down the line.
 3. **Building Trust:** By assessing commitment and culture, you're ensuring the supplier's values match yours. This builds a stronger, more trustworthy relationship.
 4. **Staying Out of Trouble:** With factors like control, clean, and compliance, you're making sure your supplier isn't going to land you in hot water with regulators or ethical issues.
 5. **Future-Proofing:** By looking at capacity and financial stability, you're picking a partner who can grow and adapt with your needs, rather than collapsing under pressure.

The 10

Carter's 10 Cs	Description	Example
Competency	Supplier's skill and expertise in the required field	A tech firm with a proven track record in cybersecurity
Capacity	Ability to meet volume and delivery schedules	A factory that can handle large production orders
Commitment	Dedication to long-term partnership	A supplier willing to sign a multi-year contract
Control	Level of oversight and quality management	Regular audits and quality checks by the supplier
Cash	Financial stability and liquidity	A supplier with strong financial statements
Cost	Fair and reasonable pricing	Competitive quotes compared to market rates
Consistency	Reliability in delivering consistent quality and service	Supplier with a low defect rate and on-time deliveries
Culture	Alignment of supplier's values with your company's values	A supplier that prioritises sustainability and ethics
Clean	Ethical standards and regulatory compliance	Adherence to environmental and labour laws
Communication	Clarity and effectiveness in communication	Regular updates and transparent reporting

Use it to ask Questions

Carter's 10 Cs	Example Questions
Competency	"Can you provide examples of past projects similar to ours?"
Capacity	"What is your maximum production capacity per month?"
Commitment	"How do you handle long-term contracts and partnerships?"
Control	"What quality control measures do you have in place?"
Cash	"Can you share your financial statements or credit rating?"
Cost	"How do your prices compare to the industry average?"
Consistency	"Can you provide references that attest to your reliability?"
Culture	"How do your company values align with ours?"
Clean	"What steps do you take to ensure ethical practices?"
Communication	"How often and in what format do you provide updates?"

How to Find Out

Carter's 10 Cs	Techniques/Tools
Competency	Skills assessments, case studies, and project portfolios.
Capacity	Site visits, production audits, and capacity utilisation analysis.
Commitment	Long-term contract reviews and partnership case studies.
Control	Quality audits, ISO certifications, and process monitoring.
Cash	Financial ratio analysis, credit checks, and Dun & Bradstreet reports.
Cost	Cost-benefit analysis, benchmarking, and total cost of ownership analysis.
Consistency	Performance reviews, reliability indices, and historical data analysis.
Culture	Cultural assessments, value alignment surveys, and site visits.
Clean	Compliance audits, ethical sourcing checks, and sustainability reports.
Communication	Regular meetings, communication logs, and feedback surveys.

Create a Template

Carter's 10 Cs	Questions	Techniques/Tools	Score (1-5)
Competency	Can you provide examples of past projects similar to ours?	Skills assessments, case studies, project portfolios.	
Capacity	What is your maximum production capacity per month?	Site visits, production audits, capacity utilisation analysis.	
Commitment	How do you handle long-term contracts and partnerships?	Long-term contract reviews, partnership case studies.	
Control	What quality control measures do you have in place?	Quality audits, ISO certifications, process monitoring.	
Cash	Can you share your financial statements or credit rating?	Financial ratio analysis, credit checks, Dun & Bradstreet reports.	
Cost	How do your prices compare to the industry average?	Cost-benefit analysis, benchmarking, total cost of ownership analysis.	
Consistency	Can you provide references that attest to your reliability?	Performance reviews, reliability indices, historical data analysis.	
Culture	How do your company values align with ours?	Cultural assessments, value alignment surveys, site visits.	
Clean	What steps do you take to ensure ethical practices?	Compliance audits, ethical sourcing checks, sustainability reports.	
Communication	How often and in what format do you provide updates?	Regular meetings, communication logs, feedback surveys.	

In Summary

- ▶ Using Carter's 10 Cs for supplier evaluation is considered best practice for several reasons:
 1. **Comprehensive Assessment:** It covers all essential aspects of a supplier's capabilities, from competency and capacity to financial stability and cultural alignment. This ensures a thorough evaluation.
 2. **Risk Mitigation:** By assessing factors like control, cash, and cleanliness, you can identify and mitigate risks related to quality, financial stability, and ethical practices.
 3. **Value for Money:** Evaluating cost and consistency helps ensure you're getting the best value for your investment, not just the cheapest option.
 4. **Long-Term Partnership:** Looking at commitment and communication fosters strong, long-term supplier relationships that are beneficial for both parties.
 5. **Alignment with Company Values:** By considering culture and ethical practices, you ensure that the supplier aligns with your company's values and standards.
- ▶ Overall, Carter's 10 Cs provide a structured, balanced, and holistic approach to supplier evaluation, making it a valuable framework for procurement professionals.