



Richard Purchasing Manager

Large School District

Furniture only - across all grades

Age 41

Married with 1 kid

Bachelor's degree in Education

Background Story

Meet Richard Lopez, a school district purchasing manager with over 10 years of experience. His school district is comprised of 130 schools, a size that requires multiple, specialized buyers. Richard is the buyer responsible for classroom and office furniture across all schools and grades. ➤ He is detail-oriented and takes great pride in his work. When placing an order he consults with both the curriculum and facility teams to make sure that all needs are fully addressed. ➤ His school district relies on Lakeshore as a supplier for EC and elementary educational material and supplies but rarely for furniture. Richard does not consider Lakeshore a credible furniture supplier due to its strong EC focus and limited furniture product line. He relies heavily on the relationships he has with well established furniture suppliers.

Needs & Goals

- ★ Richard often assesses the product lines and capabilities of furniture suppliers by visiting their websites. It's important that websites meet expectations and make it easy to find all the information he needs.
- ★ Richard never places large orders online. It's essential on the website, that there be a simple way to request a quote and contact a sales rep.
- ★ Often Richard has to get furniture for a new school on a tight deadline. When this happens, he looks for complete classroom solutions and setup options that could greatly speed up the process.

Frustrations

- 😞 Having to buy from multiple vendors is a pain. It's easier for Richard to select a vendor that can supply everything.
- 😞 Classroom furniture takes a lot of abuse. It's challenging for Richard to find furniture that makes both the facilities and curriculum teams happy...and is also affordable.
- 😞 Delivery of furniture without setup services can be a real headache. Warehousing is another consideration.

Behaviors

- 📄 When researching furniture online, Richard wants to quickly see the range of options for meeting his needs. He expects clear and detailed product and services information for making sound decisions.
- 📄 Richard regularly consults with key stakeholders such as teachers, administrators and the facilities team regarding needs and preferences. Large orders are reviewed with leadership before final submission.
- 📄 Richard looks for competitive pricing, reliable end-to-end service, and the best value for the money.

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"We strive to empower students to reach their full potential by understanding their unique needs, then creating ideal classroom environments that promote growth and enable learning."