



Welcome to Sales Meeting April 2011

Sales Meeting – End Feb 2011



SALES ORDERS			SALES - NET					ORDERS - NET						
DATE	TOTALS	TOTALS	Fulham	Putney	Raynes	Sheen	Trade	W/house	Fulham	Putney	Raynes	Sheen	Trade	Whouse
30/06/2009	250,785	239,760	100,466	38,922	44,201	56,789		10,407	90,949	51,346	22,402	71,347		3,716
31/07/2009	249,845	224,028	82,298	73,689	24,920	66,124		2,814	85,490	44,396	11,319	80,386		2,437
31/08/2009	232,337	224,674	94,844	41,911	15,919	63,973		15,690	76,257	46,638	27,468	59,476		14,835
30/09/2009	241,056	241,587	65,716	46,708	47,755	75,783		5,094	80,641	44,096	34,864	76,538		5,448
31/10/2009	227,369	256,666	98,579	36,052	26,857	60,694		5,187	94,436	49,532	15,903	80,436		16,359
30/11/2009	263,080	300,360	90,758	55,832	8,944	90,324		17,222	93,813	70,452	21,950	107,261		6,884
31/12/2009	275,846	210,096	82,317	63,383	30,770	91,884		7,492	88,867	45,305	20,416	48,547		6,961
31/01/2010	174,161	223,012	64888	42316	8811	56029		2,117	72,815	63,885	28,366	49,575		8,371
28/02/2010	216,779	245,032	72246	59175	18475	56615		10,268	70,824	54,525	38,852	76,974		3,857
YTD	2,131,258	2,165,215	752,111	457,989	226,652	618,215		76,291	754,092	470,175	221,540	650,540		68,868
31/03/2010	251,187	253,821	82,473	46,287	37,919	75928		8,580	78,789	55,009	28,635	81,531		9,857
30/04/2010	246,915	263,341	88,437	78,199	16,246	56187		7,846	89,322	72,724	43,033	46,339		11,923
31/05/2010	265,436	250,800	71,620	51,354	46,742	83501		12,220	82,509	50,686	28,059	66,264		23,282
Financial	2,894,796	2,933,177	994,641	633,828	327,559	833,831		104,937	1,004,712	648,595	321,267	844,674		113,930
30/06/2010	201,384	229,070	51,086	33,742	40,139	53,694		22,723	49,008	35,904	34,672	75,726		33,760
31/07/2010	291,178	237,858	91,420	64,289	32,705	68,120		34,644	86,478	39,626	36,218	64,983		10,553
31/08/2010	213,102	213,783	64,800	40,483	31,457	66,700		9,662	71,681	53,002	8,023	73,681		7,396
30/09/2010	252,443	245,005	88,353	58,664	17,613	74,058		13,755	85,634	48,203	14,803	77,443		18,922
31/10/2010	211,446	244,882	69,596	31,554	26,493	70,075		13,728	62,319	51,296	35,979	87,026		8,262
30/11/2010	231,627	358,192	64,677	44,015	27,622	81,499		13,814	82,908	66,170	49,898	132,585		26,631
31/12/2010	354,793	174,419	87,666	86,437	49,900	113,905		16,885	53,995	55,007	12,457	48,177		4,784
31/01/2011	160,591	224,680	39,571	36,291	12,919	58,933		12,877	60,998	50,191	30,490	70,532		12,469
28/02/2011	236,329	255,530	59,164	56,757	30,504	68,601		21,303	69,653	48,174	39,792	75,826		22,085
YTD	£2,152,894	£2,183,419	£616,334	£452,232	£269,352	£655,585		£159,391	£622,674	£447,573	£262,332	£705,979		£144,862
	101.02%	100.84%	81.95%	98.74%	118.84%	106.04%		208.92%	82.57%	95.19%	118.41%	108.52%		210.35%
3 Months	£741,902	£749,758	Per Month		£247,301	£249,919								

Sales Meeting – End March 2011



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			Fulham	Putney	Raynes	Sheen	W/house	Fulham	Putney	Raynes	Sheen	Whouse
30/06/2009	250,785	239,760	100,466	38,922	44,201	56,789	10,407	90,949	51,346	22,402	71,347	3,716
31/07/2009	249,845	224,028	82,298	73,689	24,920	66,124	2,814	85,490	44,396	11,319	80,386	2,437
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30/09/2009	241,056	241,587	65,716	46,708	47,755	75,783	5,094	80,641	44,096	34,864	76,538	5,448
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31/03/2010	251,187	253,821	82,473	46,287	37,919	75928	8,580	78,789	55,009	28,635	81,531	9,857
YTD	£2,382,445	£2,419,036	£834,585	£504,275	£264,571	£694,143	£84,871	£832,881	£525,184	£250,175	£732,071	£78,725
30/04/2010	246,915	263,341	88,437	78,199	16,246	56187	7,846	89,322	72,724	43,033	46,339	11,923
31/05/2010	265,436	250,800	71,620	51,354	46,742	83501	12,220	82,509	50,686	28,059	66,264	23,282
Financial	£2,894,796	£2,933,177	£994,642	£633,828	£327,559	£833,831	£104,937	£1,004,712	£648,594	£321,267	£844,674	£113,930
30/06/2010	201,384	229,070	51,086	33,742	40,139	53,694	22,723	49,008	35,904	34,672	75,726	33,760
31/07/2010	291,178	237,858	91,420	64,289	32,705	68,120	34,644	86,478	39,626	36,218	64,983	10,553
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31/03/2011	210,898	230,174	58329	47976	28774	67813	8,006	62,776	51,436	46,613	63,181	6,168
YTD	£2,363,791	£2,413,593	£674,662	£500,208	£298,126	£723,398	£167,397	£685,450	£499,009	£308,945	£769,160	£151,030
	99.22%	99.77%	80.84%	99.19%	112.68%	104.21%	197.24%	82.30%	95.02%	123.49%	105.07%	191.85%
Apr/ May2010	512,351	514,141	160,057	129,553	62,988	139,688	20,066	171,831	123,410	71,092	112,603	35,205
To Do 2011	£531,005	£519,584	£319,980	£133,620	£29,433	£110,433	£-62,460	£319,262	£149,585	£12,322	£75,514	£-37,100

Sales Meeting



Warehouse Clearance*
Woodcroft 80% Wool AEP £19.50 1 COLOUR ONLY Now Only £6.00 m2
Basel 100% Wool AEP £18.00 Now Only £10.00 m2
Brisbane 80% Wool AEP £16.50 Now Only £10.00 m2
Chelsea 100% Wool AEP £31.50 Now Only £16.00 m2
Limited Period Offer *Ask in store for details AEP is After Event Price

A new window poster with a selection of clearance carpets will be displayed

The AEP price displayed is After Event Price

This is the price the carpet will be sold for when the current promotion ends.

Sales Meeting



Cobalt Twist
80% Wool 20% Nylon

Was £27.60 m²

**Now
Only**

20% OFF

£22.08 m²

See Terms & conditions of offer

New offer tickets as per example above will be printed and sent to branches with promotions

New clearance tickets as per example below will be printed and sent to branches with all clearance ranges

Dublin

100% Wool

After Event £36.50 m²

**Now
Only**

Save £20.50 m²

£16.00 m²

Limited Stock Available

The final choices have been made for the “Simply Stock Collection”

*Certain colours on de branded ranges will be stocked and **these colours only** will be offered at the lowest possible price*

ORDERS PLACED FOR NON STOCK COLOURS OF ANY DE BRANDED RANGES CANNOT BE OFFERED AT SPECIAL STOCK PRICES WHERE THEY ARE LOWER THAN THE MANAGERS ROLL PRICE

Sales Meeting



Simply Stock Retail Prices

April 2011

Product	Width	Colour	Price M2	S.O.P	Saving
Simply Stock – Clearance 1	5m	BRI32 & BRI42	£10.00	£18.00	44% OFF
Simply Stock – Twist 1	4m	SUD25, SUD28 & SUD32	£16.00	£22.65	39% OFF
Simply Stock – Twist 2	4m	COB03 & COB05	£18.25	£27.60	33% OFF
Simply Stock – Natural 1	5m	FIN130 & FIN160	£18.60	£27.00	31% OFF
Simply Stock – Natural 2	5m	HAN18 & HAN24	£21.00	£32.00	34% OFF
Simply Stock – Natural 3	5m	PLA10 & PLA18	£21.50	£37.50	42% OFF

**At these net prices NO ROLL BALANCES to be left.
Customer to pay for whole piece or wait for new delivery of stock**

Sales Meeting



**These Offers MUST ONLY APPLY To
Selected Stock Colours.**

**We Have To Average Our Margins
Across All Our Sales.**

Sales Meeting



The next promotion will start from Monday 25th April 2011

The de branded ranges will be discounted by

25% off the full retail price

for all orders placed before 31st May 2011.

The initial offer will be until Monday 16th May then extended to Tuesday 31st May.

The Simply stock collection will also be heavily promoted during this time.

Initial samples will be distributed with window displays and larger samples to follow.

Sales Meeting



We need to convert as many orders as we can before
31st May 2011.

**We particularly want to encourage carpet sales between
£1,000 - £4,000**

Until 31st May any
BRANDED BESPOKE CARPET ONLY ORDERS
between £1,000 - £4,000
deduct up to a max extra 5% discount to the net price

**THERE IS TO BE NO FURTHER DISCOUNTS ON ANY
CLEARANCE STOCK OR
NET PRICES ON SIMPLY STOCK RANGES
OR DE BRANDED RANGES WITH EXTRA 5% DISCOUNT**

**While the existing stock
is available**

MAINE 100% Wool

Is to be cleared

@

£18.00 m²

End of Presentation
April 2011