

Sales Meeting – April 11

Cotswold

There are new plain colours and 5 new stripes in this range. 2 of the current colours are being discontinued and I will forward you a revised colour list in the next few days,

Next promotion

From Tuesday 26th April the following promotions will be advertised.

Window Poster

The window poster will advertise 4 clearance products. Woodcroft @ £6.00 m², Basel @ £10.00 m², Brisbane @ £10.00 m² & Chelsea @ £16.00 m². The difference will be that on all clearance ranges in the future we will show a reduction against the "AEP" price. The AEP is After Event Price and will represent a realistic full retail price if the carpet was part of a collection.

De Branded Ranges

We will have new tickets for the promotional prices that will display the full retail price in small font and the reduced offer price in a large font. These will be printed and brought over to the shops as soon as possible after the weekend.

I am also going to discount the de branded ranges by an additional 5% until the end of May to help promote sales. (Ranges that were previously 15% will be discounted 20% and the ranges previously discounted 20% will be discounted by 25%). The discount will be based on the revised retail prices as many of the suppliers have increased their prices in April & May. Initially the offer will run until Monday 16th May and this will be extended until 31st May.

Simply Stock

The final carpets & colours have been selected and the net prices for the stock ranges are on a separate price list. Also see the swatches collected from the meeting. Further samples will be available as soon as possible. **THESE NET PRICES ONLY APPLY TO THE SIMPLY STOCK COLOURS AND CANNOT BE APPLIED TO ANY OTHER COLOURS OR WIDTHS.** See the roll prices on the new retail price lists for any other colours. Further samples, window displays & posters will be produced as soon as possible. Some of the ranges are currently in stock but any that are not in the warehouse now will only be ordered as you take an order to ease cash flow on the initial stock orders. Please allow standard delivery time for these products and email me with any requests for stock after taking customers deposits.

Maine Stock

It is my intention to discontinue the Maine with immediate effect, as the Plain Loop is a much better carpet. Therefore I am reducing the price of the existing stock to £18.00 m² to clear.

Mr Carpet's financial year end

To try to ensure that we maximise the sales and orders between now and the end of May I am proposing to offer a further discount on **selected carpet orders between £1000 - £4000 only.**

Until 31st May you can offer a further 5% off the total order value to secure the order. This will only apply to ranges that are **NOT** on the de branded price list but will exclude any Simply Stock orders or clearance carpets, as these products are NET PRICES with no further discounts.

To enable me to monitor the effect of this promotion I need you to record the following details of ALL estimates sent from Next Tuesday 26th May. Please record the following data for every order.

Order date

Customer name

Order value

Order converted yes or no. (If no please make a note of the product and company the customer ordered and price paid).

Please bring this data to the next managers meeting to be reviewed.

Whipping & Binding

Please see separate memo relating to the procedures for BH orders as a reminder.

DG