

Agenda

Summary from Managers Meeting July 2012

1. Sales Figures Financial Year 1st June 2011 – 31st May 2012.
2. Simply Stock Sales.
3. Changes to Mr Carpets Estimate Presentation.
4. Review Stock Ranges.
5. Showroom Upgrade of Wall Displays (Putney, Fulham & Raynes Park).
6. Automated Sample Ordering Programme.

1).Sales increased by 11.3% & Orders increased by 12.5%

2).Simply Stock Sales for 12 months Jan – Dec 2011 = 11,959 m2
for 6 months Jan – June 2012 = 7,645 m2

3).A Template for a revised presentation of our estimates to customers was agreed and will be perfected for ALL branches to adopt. I will work on a template that hopefully can be produced so most of the work will be automated from the cost sheet entry.

4).Samples of our exclusive new stock twist range in 30oz & 40oz in 4 colours are now at BH being whipped. The 30oz will be £16 m2 net & 40oz £18.50 m2 net. Available in 4m width. These will replace Cobalt & Sudbury (Stock twist 1 & 2) and when existing stocks are sold NO MORE will be ordered or available at the stock roll prices.

I am visiting Ryalux in 2 weeks time to finalise an exclusive velvet carpet in 45oz - 2 ply Ryasilk yarn. Subject to final confirmation at our meeting we are aiming for a net retail price of £38 m2 for 3 colours available 5m wide.

It is imperative that we make the warehouse work efficiently and therefore I proposed stocking 2 colours in selected ranges where buying stock will reduce our selling price. For ranges that we select there will be a reduced Ticket price (less 10%), a reduced net roll price for stock ordered DIRECT from the manufacturer and a net price for cuts of the stock colours which is £1 m2 more than the net roll price to cover for roll end waste. The first 2 ranges selected are Cotswold & Essentials Plain & Design.

A reduced pricing structure was proposed for selected stock ranges for qualifying orders over 50 m2 (excluding stairs) & 75 m2 with stairs. There are terms & conditions with the offer and limited options. The products will be presented in a contract folder and while the collection is aimed at rental property owners & developers it can be offered to any customers provided their inquiry meets the criteria. If a customers order does not meet the criteria the ENTIRE ORDER must be priced using our usual price structure. I won't accept an

order being split into two parts to exploit the offer for the qualifying areas. This will be closely monitored and will be withdrawn at any time if the strict criteria's and pricing structures are not adhered to. See separate price sheet for full details of this offer.

5).I am having new wall panels made like the display walls at Sheen so we can install one feature wall in Putney, Fulham & Raynes Park so approximately 20 of the de branded ranges where we are competitive in the market place but have higher margins can be displayed in a more prominent style to the rest of the displays. We will use black sample boards on a Birch wall board to set off the ranges and can replicate this at Sheen by making black boards for the feature ranges and leaving the natural wood boards for the rest of Sheens ranges.

6).The automated sample ordering system for de branded ranges is close to completion and the process for ordering, picking, sending and emailing and posting details to branches & customers was demonstrated as far as possible at the meeting.

Time scales

As we are approaching holiday times and I am away the first 2 weeks in August it will take a while to implement all the above changes but the following time scales are the target times for carrying out these changes.

3. Changes to Mr Carpets Estimate Presentation.
[Implementation in Mid September](#)
4. Review Stock Ranges.
[Cobalt & Sudbury discontinued with immediate effect.](#)

[Stock twist 30 & 40 samples available last week in July. Initial stock being delivered 1st Week in August.](#)

[Reduced prices for Cotswold effective from Monday 16th July. Stock in 5m width of Moreton & Tewksbury due in to unit 32 mid July. See sample programme or attached meeting PDF for reduced prices.](#)

[Reduced prices for Elements collection effective from Monday 16th July. Stock of Elements Design in colours ELDES-11 ELDES-15 in 5m width due in to unit 32 early September. See sample programme or attached meeting PDF for reduced prices.](#)

[Exclusive velvet delivery to be advised.](#)

[Contract collection folders to be produced after new stock twist arrives. Folders available for end of August.](#)

5. Showroom Upgrade of Wall Displays (Putney, Fulham & Raynes).
[Upgrades to showroom to be fased from early August to End of September.](#)
6. Automated Sample Ordering Programme.
[Expected completion end of July.](#)



Managers Meeting July 2012

Agenda

- Review sales figures for financial year 2011/12
- Review simply stock sales January - June 28th 2012
- Agree changes to Mr Carpets standard estimate presentation
- Review stock and de branded ranges
- Discuss showroom upgrade to feature leading products
- Sample Programme automated sample ordering

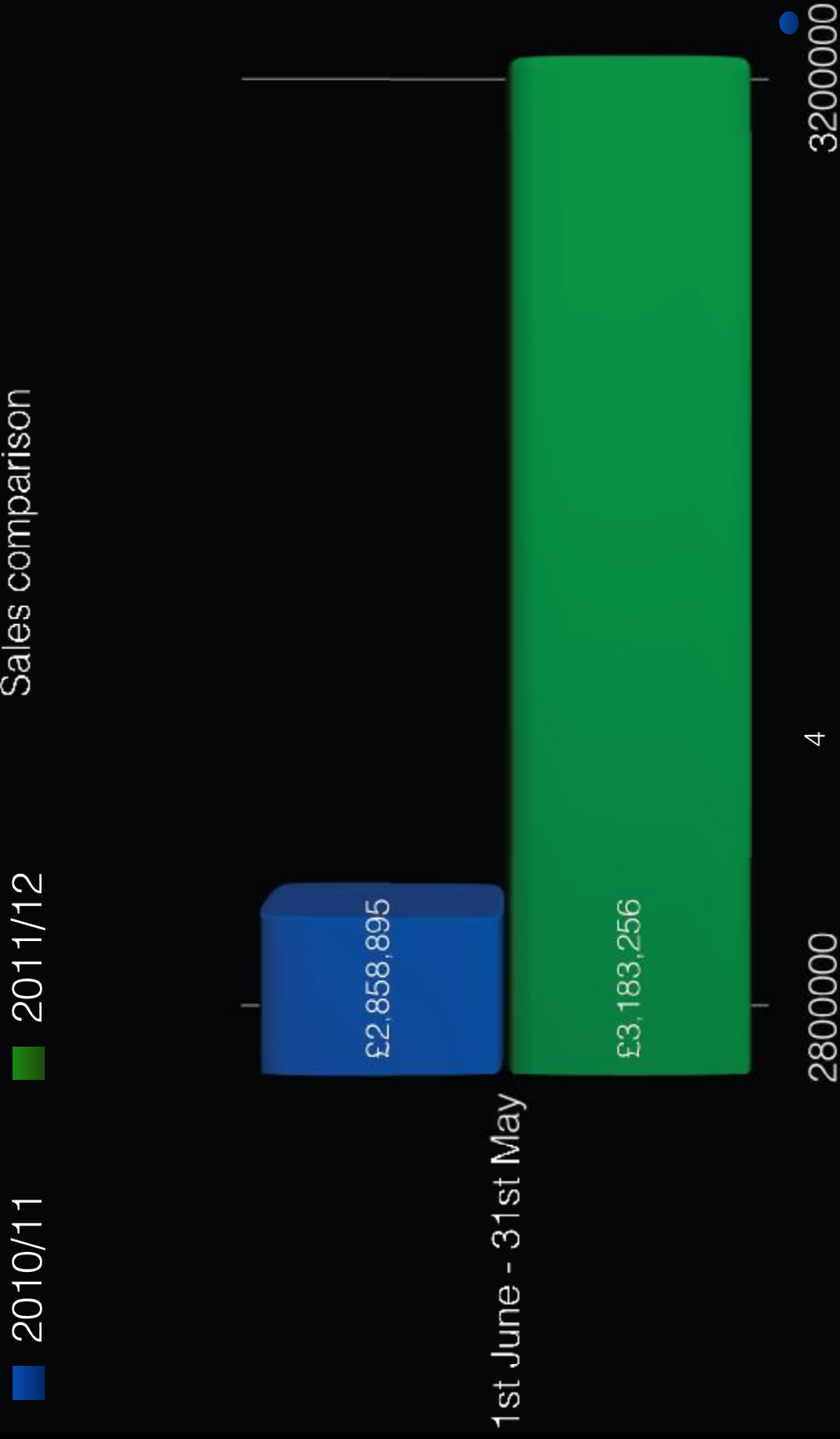
Sales Figures Y/E 2012

- Orders increased 12.5%
- Sales increased 11.3%
- 12 months rolling orders highest since October 2008
- 12 months rolling sales highest since March 2009

Sales Increase
£324,361 = 11.3%



Sales comparison



Orders increase
£358,270 = 12.5%



Order comparison

■ 2010/11 ■ 2011/12



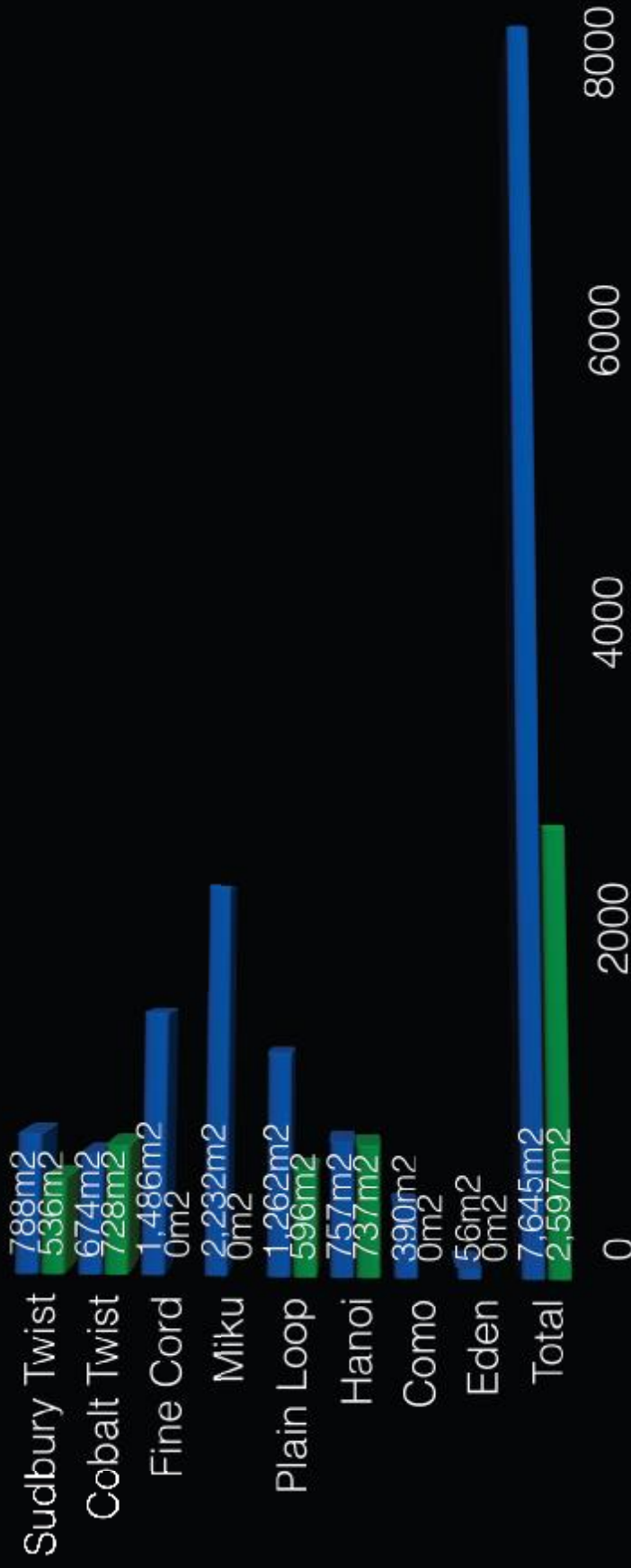
Simply Stock Sales 2012

1st Jan - 28th June Total Sales m2

Sales stock 2012 = 11,959 m2



■ Stock Sales ■ Bespoke Sales



Stock Sales = 74.60% of Total Sales

Mr Carpet's Estimate Presentation

- Customers are often requesting breakdowns of estimates causing double the work.
- We need to show optional extras separate so competitors estimates without these options do not appear cheaper.
- Quoting possible cheaper stock range options will encourage customers to contact the branch after receiving the estimate allowing the opportunity to discuss our estimate further.
- The proposed new style will work better when we automate database estimates from requisition entry cost sheets.

New Stock Ranges



We need to maintain margins but stay competitive in the market.

Our warehouse does increase our costs compared to some of our competitors.

We need to make our warehouse more advantageous to our sales.

Proposed new stock purchases for improved terms from our suppliers [in addition to our SIMPLY STOCK collection.](#)

New Stock Ranges



New stock purchase for improved terms.

Cotswold Current
Ticket £36.50
Net Cuts £32.85
Net Rolls £29.95

New prices (2 colours stocked)
Ticket £35.00 Reduced by 4%
Net Cuts £31.50 Reduced by 4.1%
Net Rolls £27.00 Reduced by 9.9%
Stock Colours £28.00 Reduced by 14.8%

Stock Colours - Moreton & Tewksbury

New Stock Ranges



Proposed stock purchase for improved terms.

Elements Current
Ticket £40.75 m2
Net Cuts £36.68 m2
Net Rolls £32.90 m2

Proposed (if 2 colours stocked) Reduced by 7.4%
Ticket £37.75 m2 Reduced by 7.4% (John Lewis £34 m2)
Net Cuts £33.98 m2 Reduced by 7.3%
Net Rolls £30.50 m2 Reduced by 14.8%
Stock Colours £31.50 m2

Stock Colours - To be confirmed

New Simply Stock twist

From 1st week August new stock twists arrive.

Available in 30 & 40oz qualities - in 4 exclusive colours - 4m wide

Stock Twist 30 - £16.00 m2

Stock Twist 40 - £18.50 m2

Colours:

Limestone, Oxford Stone, String & Taupe

New stock velvet

I am visiting Ryalux end of July to finalise details of a stock velvet.

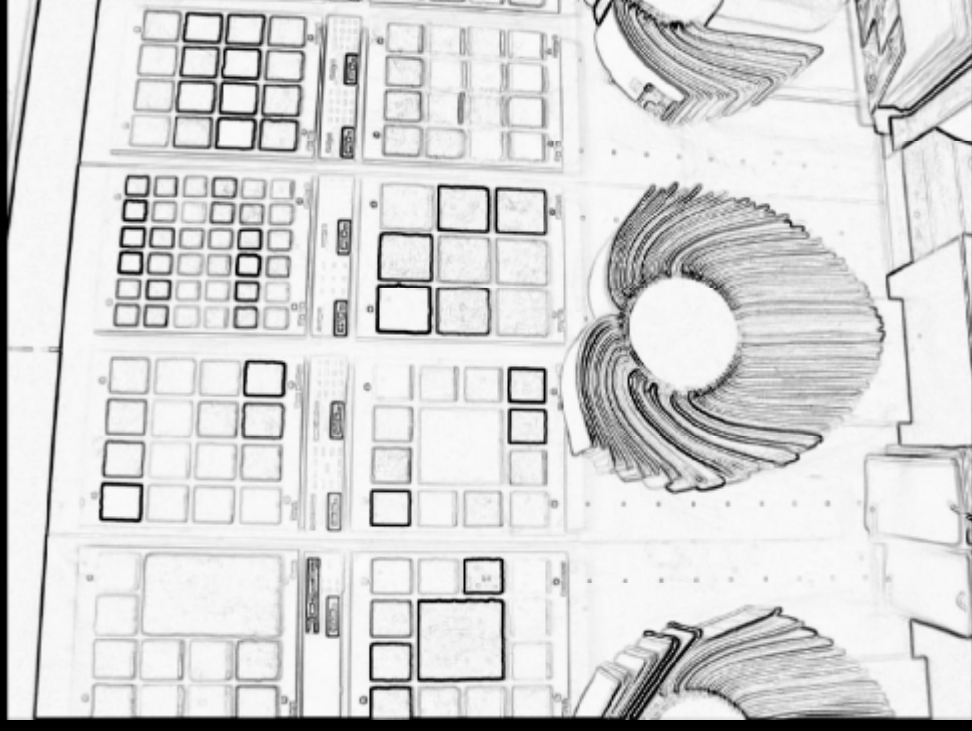
2 ply yarn - 450z - 5m wide

Retail price £38.00 m² net

New in branch displays

I am currently having wall panels made like Sheen so 1 wall in Putney, Fulham & Raynes Park can be made into feature Walls for stock and best value de branded.

Ranges can be prominently displayed differently from the other products.



Sample programme

The automated sample ordering programme is almost ready to go live.

- Customers orders are entered and sent to head office by email. If a regular customer then their details only have to be entered once.
- A picking list can be printed with sample locations for John to select cuttings.
- When samples are ready to be posted John selects samples ready button.
- When selected a personalised letter is printed addressed to the customer with contact details for the sales person and branch who requested samples.
- An email is then sent automatically to the sales person who ordered the samples, and also the customer (if an email address was given), to advise that the samples are being posted.

End of meeting July 2012

Printed: 12/07/12

Mr Carpet Retail Price List

Range Name	Pile Content	Widths Available	Retail Price
Alabama DISCONTINUED MARCH 2012	100% Wool	2.00m, 4.00m, 5.00m,	£0.00
Alabama Stripe DISCONTINUED MARCH 2012	100% Wool	2.00m, 4.00m,	£0.00
Andorra	100% Wool	4.00m, 5.00m,	£28.75
Argentina	100% Wool	4.00m, 5.00m,	£0.00
Boston	100% Wool	4.00m, 5.00m,	£33.75
Brasil	100% Wool	4.00m, 5.00m,	£30.95
Budapest	100% Wool	4.00m, 5.00m,	£28.75
Camborne Velvet	80% Wool 20% Nylon	4.00m, 5.00m,	£40.75
Caribbean	100% Wool	4.00m,	£37.50
Chamonix	80% Wool 20% Nylon	4.00m, 5.00m,	£40.25
Chelsea	100% Wool	5.00m,	£51.50
Cheltenham	100% Wool	4.00m, 5.00m,	£27.00
Chequers	50% Wool 50% Polypropylene	4.00m, 5.00m,	£25.00
Chile	80% Wool 10% Nylon 10% Polypropylene	4.00m, 5.00m,	£35.75
Clearance Band A	See Sample For Details		£8.00
Clearance Band B	See Sample For Details		£10.00
Clearance Band C	See Sample For Details		£12.00
Clearance Band D	See Sample For Details		£14.00
Clearance Band E	See Sample For Details		£16.00
Clearance Band F	See Sample For Details		£18.00
Clearance Band G	See Sample For Details		£20.00
Clearance Band H	See Sample For Details		£22.00
Cobalt Elite Twist	80% Wool 10% Nylon 10% Polypropylene	4.00m, 5.00m,	£29.50
Cobalt Heather	80% Wool 10% Nylon 10% Polypropylene	4.00m, 5.00m,	£25.00
Cobalt Heather Elite	80% Wool 10% Nylon 10% Polypropylene	4.00m, 5.00m,	£28.75
Cobalt Twist	80% Wool 10% Nylon 10% Polypropylene	4.00m, 5.00m,	£25.50
Columbia	100% Wool	4.00m, 5.00m,	£70.25
Corby	100% Wool	4.00m, 5.00m,	£27.00
Cotswold	100% Wool	4.00m, 5.00m,	£35.00
Cotswold Stripe	100% Wool	4.00m,	£36.50
Dakota	100% Wool	4.00m, 5.00m,	£37.75
Earthtones Boucle	100% Wool	4.00m, 5.00m,	£37.75
Earthtones Brussels	100% Wool	4.00m, 5.00m,	£37.75
Eden	35% Wool 65% Synthetic	5.00m,	£26.35
Elements Design	100% Wool	1.00m, 2.00m, 3.00m, 4.00m, 5.00m,	£37.75
Elements Plain	100% Wool	1.00m, 2.00m, 3.00m, 4.00m, 5.00m,	£37.75
Estonia - DISCONTINUED Dec	50% Wool 50%		

2011	Polypropylene	4.00m, 5.00m,	£0.00
Faux Silk	100% Polyamide	4.00m, 5.00m,	£42.50
Fine Cord	50% Wool 50% Polypropylene	5.00m,	£29.50
Georgia I	50% Wool 50% Polypropylene	2.00m, 4.00m, 5.00m,	£19.00
Georgia II	50% Wool 50% Polypropylene	2.00m, 4.00m, 5.00m,	£19.00
Georgia III	50% Wool 50% Polypropylene	2.00m, 4.00m, 5.00m,	£19.00
Goodwood	100% New Zealand Wool	4.00m, 5.00m,	£49.95
Hamilton	100% Wool	5.00m,	£53.25
Hanoi	100% Wool	4.00m, 5.00m,	£29.75
Havana	50% Wool 50% Polypropylene	4.00m, 5.00m,	£35.50
Haydock	100% 2ply Polyamide	4.00m, 5.00m,	£23.75
Hungary - DISCONTINUED Dec 2011	50% Wool 50% Polypropylene	4.00m, 5.00m,	£0.00
Iowa	80% Wool 10% Nylon 10% Polypropylene	4.00m, 5.00m,	£30.25
Iowa Super	80% Wool 10% Nylon 10% Polypropylene	4.00m, 5.00m,	£35.75
Kentucky	80% Wool 20% Nylon	4.00m, 5.00m,	£20.25
Kentucky Supreme	80% Wool 20% Nylon	4.00m, 5.00m,	£23.40
Kiev	100% Wool	4.00m, 5.00m,	£28.75
LAM001	See Sample For Details	1.00m,	£14.50
LAM002	See Sample For Details	1.00m,	£17.95
LAM003	See Sample For Details	1.00m,	£18.95
LAM004	See Sample For Details	1.00m,	£20.95
LAM005	See Sample For Details	1.00m,	£21.95
Lille	100% Wool	4.00m,	£28.75
Macedonia	100% Wool	4.00m, 5.00m,	£28.75
Malham Velvet	80% Wool 20% Nylon	4.00m, 5.00m,	£35.75
Malta	100% Wool	4.00m, 5.00m,	£28.75
Manhattan	100% Wool	4.00m, 5.00m,	£61.75
Marble Hill	100% Wool	4.00m,	£68.00
Marlborough - DISCONTINUED Jan 2012	80% Wool 20% Nylon	4.00m, 5.00m,	£0.00
Metz	100% Wool	4.00m, 5.00m,	£38.75
Michigan	80% Wool 15% Nylon 5% Polyester	4.00m, 5.00m,	£41.75
Miku	50% Wool 50% Polypropylene	5.00m,	£26.35
Monaco	100% Wool	4.00m, 5.00m,	£42.00
Moulton	80% Wool 20% Nylon	4.00m, 5.00m,	£26.00
Moulton Premier	80% Wool 20% Nylon	4.00m, 5.00m,	£38.75
Moulton Royale	80% Wool 20% Nylon	4.00m, 5.00m,	£32.00
Ohio Cord	100% Wool	4.00m, 5.00m,	£26.25
Ohio Rib	100% Wool	4.00m, 5.00m,	£26.25
Ohio Stripe	100% Wool	4.00m,	£26.25
Ontario	100% Wool	4.00m, 5.00m,	£0.00
Oregan DISCONTINUED MARCH 2012	80% Wool 20% Nylon	4.00m, 5.00m,	£0.00
Ouse	100% Polyamide	4.00m,	£51.00
Peru DISCONTINUED Feb 2012	80% Wool 20% Nylon	4.00m, 5.00m,	£0.00
Plain Loop	100% Wool	4.00m, 5.00m,	£32.00

Rutland 40	80% Wool 20% Nylon	4.00m, 5.00m,	£24.95
Rutland 50	80% Wool 20% Nylon	4.00m, 5.00m,	£29.50
Rutland 60	80% Wool 20% Nylon	4.00m, 5.00m,	£33.50
San Marino DISCONTINUED Jan 2012	100% Wool	4.00m, 5.00m,	£0.00
Stock Natural 1	50% Wool 50% Polypropylene	5.00m,	£19.60
Stock Natural 2	100% Wool	5.00m,	£24.75
Stock Natural 3	100% Wool	5.00m,	£24.00
Stock Natural 4	50% Wool 50% Polypropylene	5.00m,	£19.75
Stock Natural 5	35% Wool 65% Synthetic	5.00m,	£19.75
Stock Twist 1	80% Wool 20% Nylon	4.00m,	£17.25
Stock Twist 2	80% Wool 20% Nylon	4.00m,	£19.25
Stock Twist 3	100% Polypropylene	4.00m,	£12.00
Stock Twist 30	80% wool 20% polypropylene	4.00m,	£16.00
Stock Twist 40	80% wool 20% polypropylene	4.00m,	£18.50
Strasbourg DISCONTINUED Jan 2012	100% Wool	4.00m, 5.00m,	£0.00
Sudbury Twist	80% Wool 10% Nylon 10% Polypropylene	4.00m, 5.00m,	£22.00
Sudbury Twist Super	80% Wool 10% Nylon 10% Polypropylene	4.00m, 5.00m,	£25.75
Sudbury Twist Supreme	80% Wool 10% Nylon 10% Polypropylene	4.00m, 5.00m,	£29.75
Tamar	100% Polyamide	4.00m, 5.00m,	£40.75
Tralee 30	100% Polypropylene	4.00m, 5.00m,	£15.50
Tralee 40	100% Polypropylene	4.00m, 5.00m,	£18.00
Utah DISCONTINUED MARCH 2012	80% Wool 20% Nylon	4.00m, 5.00m,	£0.00
Value Berber 2	50% Wool 50% Polypropylene	4.00m, 5.00m,	£17.00
Value Loop 1	100% Wool	4.00m, 5.00m,	£16.00
Value Twist Heather 30	80% Wool 20% Nylon	4.00m, 5.00m,	£16.00
Value Twist Heather 40	80% Wool 20% Nylon	4.00m, 5.00m,	£18.00
Value Twist Heather 50	80% Wool 20% Nylon	4.00m, 5.00m,	£19.00
Value Twist Plain 40	80% Wool 20% Nylon	4.00m, 5.00m,	£21.25
Value Twist Plain 50	80% Wool 20% Nylon	4.00m, 5.00m,	£25.25
West Village	100% Wool	4.00m,	£42.00
Wexford	100% Wool	4.00m, 5.00m,	£25.75
Windemere	100% Wool	4.00m, 5.00m,	£27.00
Woodstock	100% Wool	5.00m,	£48.75

Range	Carpet	Installation	M2 Fitted			
Natural 1	£19.60	£10.00	£29.60			
Natural 2	£24.75	£10.00	£34.75			
Natural 3	£24.00	£10.00	£34.00			
Natural 4	£19.75	£10.00	£29.75			
Natural 5	£19.75	£10.00	£29.75			
Stock Twist 1	£17.25	£10.00	£27.25			
Stock Twist 2	£19.25	£10.00	£29.25			
Stock Twist 3	£12.00	£10.00	£22.00			
Stock Twist 30	£16.00	£10.00	£26.00			
Stock Twist 40	£18.50	£10.00	£28.50			
Installation includes, 42oz felt, standard fitting & 1 x h/s/l premium, 1 x Ali or Anod bar per room & wood pin s/edge						
Optional Extras						
Stick gripper	£1.75	Per length				
F32 Tube	£5.25	Per tube				
Fast set adhesive Tube	£9.65	Per tube				
Additional Labour - Furniture, parking, portorage etc						
Fitters payment x 1.95 inc vat						
Uplift & Dispose	£2.50 M2					
Upgrades						
10mm PU foam	£2.00 M2					
Heatflow underlay	£4.00 M2					
Polished or Satin Ali bars	£15.00	Per std doorway				
Terms of offer						
Min order 50m2	Flat areas (no stairs & landings)					
Min order 75m2	Flat areas (min 40m2) + h/s/l					
If customer requires stair runners with taping or whipping then revert to standard pricing						