
Summary of sales meeting Jan 3rd 2012

Policies to adopt as soon as possible.

- 1). Stock 8mm pu underlay at £6.25m²
10mm cosi to be priced at £7.50 m² (use as marketing tool to negotiate orders)
- 2). Bespoke rug package to be implemented. 25% discount structure to be built in to all rug prices for voucher offer to be given to customers either by mail shot or sales staff in branch.
- 3). A more aggressive approach to be taken to increase Karndean sales targeting ground floor reception areas specifically. A 20% discount off Mr Carpets retail price list to be offered until further notice for minimum orders of 5 boxes.
- 4). Explore Ryalux Velvet further with 45oz Ryalux Velvet range in Ryasilk colours to add to Simply Stock Collection.
- 5). De brand Cormar's synthetic ranges as "lifestyle ranges" and consider certain products & colours for clearance stock parcels and possible inclusion in Simply Stock ranges.
- 6). In the absence of good clearance parcels select products to purchase a batch of rolls to enhance the clearance stock offer.
- 7). Reduce the amount of work required to maintain retail prices for all suppliers by "grading" suppliers.
"A" grade - all products entered onto database with retail prices for cuts & rolls.
"B" grade - selected products entered onto database with retail prices for cuts & rolls.
"C" grade - no products to be entered on database.

Grade B & C supplier's latest cost price lists to be electronically stored on a server with discount terms available for branch access as required.

Aims for 2012

- 1). To significantly reduce amount of unnecessary admin and duplication of data entry by changing products maintained and database entry procedures to relieve workloads on staff.
- 2). Update computer systems so flexible working locations can be achieved allowing for roaming staff to be used to assist expansion.
- 3). Actively seek additional markets by exploring new relationships with independent furniture stores or designers and looking for new branch locations to utilise warehouse facilities and stock further.