

How we are going to operate from Wednesday

As we go back into lockdown again from Wednesday night below is my proposal for how we will operate until we reopen.

Customer enquiry cover

All telephone & email inquiries will be covered as follows from 5th November

Putney – John Dredge until Saturday then calls diverted to Jack who will manage calls & emails from home

Sheen – Andy until Friday then calls diverted to Anthony who will manage calls & emails from Home

Fulham – John Mac all calls diverted and he will manage calls & emails from home

Raynes – Sally all calls diverted and she will manage calls & emails from home

I will confirm shortly but either Jack or Anthony will have the PDQ machine for taking deposits and balances for all branches

Measures & Installations

- Showrooms will be closed to customers from 4pm Wednesday 4th November. You already have notices for the doors for Wednesday night.
- All fitters are willing to work provided we are allowed into customer's houses. I will create a new note to email to customers before we arrive on site laying out our conditions for attending site.
- We will still have estimators working Monday – Friday) by appointment as before. I will update the notice to email to customers before we arrive on site laying out our conditions for attending site. Colin will be in the diary to book measures on Monday, Tuesday, Thursday & Friday (working at HO on Wednesdays) and John Cresswell will be in the diary to measure Tuesday, Wednesday & Thursday. **Please do not overbook measures and if we have only a few measures a week please book up one day first rather than 1 measure each day.**

Sales during lockdown

Unlike last lockdown manufacturers are still producing & delivering carpets BUT if we can push carpets from stock this will significantly help our cash flow and our ability to continue trading longer if the lockdown is extended.

Stock ranges

I will be updating the website clearance ranges to make sure new stock is on the website and that the quantities available are updated. We will also be able to post samples out from head office but allow an extra 24hrs to be on the safe side. Ali will be in unit 32 Tues – Friday but working shorter hours.

Bespoke ranges

On Wednesday 4th Josh is going to be photographing ALL the ranges on display on wall boards in sheen. The photos will also make sure the colour number layout cards are visible. He will then edit the photos and upload them to the S: drive. I have created a directory WALL BOARDS with sub directories. Wool twists, wool loops, wool velvets & synthetic ranges. (I am not going to put them on the website as this will reveal our de branded names to our competitors). The pictures will be saved with the range name and if you get an inquiry you can email the pictures of relevant ranges to your customer to select a colour. I would suggest that you then book a measure but also order up to 4 cuttings and post them to the customer to confirm the colour as pictures aren't 100% accurate. I hope to have this completed by Friday PM but bear with me on this.

Christmas offer 10% off

If you can chase up as many outstanding estimates as possible and offer the 10% discount if they place the order in December for fitting in January. Under no circumstances can anybody who has a fitting date reserved in December qualify for 10% discount in January if they cancel pre Christmas reserve.

Due to the exceptional circumstances I am willing to bend the rules slightly (only as a last resort) to increase the chance of getting a commitment as follows.

- Ask for 50% deposit but as a last resort take the order as follows 25% deposit with order and 25% when booking fitting and balance 50% 48 hrs before fitting. If the fitting is booked less than 72hrs before installation then the second stage payment should be 75%.
- I am also willing to extend the installation date to February 13th 2021 (also as a last resort) if that helps you win more orders.

Please try to sell as much stock as possible and if the goods are not required for a few weeks please place the order when you have it and ask for delivery and invoicing in the following month provided it will arrive in time for the booked installation.

I don't need to tell you that this is going to strain our resources further coming so close to the previous lock down. In December I have another 3 months rent to pay on all the showrooms and going into the New Year we have VAT to pay in early January so converting stock into cash will ease that burden.

If I compare year to date we need to take £1,097,042.00 in orders between October 31st & 31st December to equal 2019 turnover.

Currently on the figures to date if our gross margin was 40% on average then we are £439k missing from our gross profit to pay bills and while we have had some furlough money and a grant from the government we are still a long way behind the profit we need just to pay all the bills.

As I have said before we will survive if we can maintain a positive cash flow. Selling stock and delaying invoices where possible will help achieve our goal.

David