

Managers Meeting March 2018

If you require further information on any of the points below either ask your branch manager or contact me for clarification.

Alternative Flooring Visit – I have visited Alternative Flooring to discuss increasing business. I have also discussed trying to increase bespoke rug sales. I have agreed that we will show EVERY range they make in book form and we have paid a licence fee of £120 per year so we can have a co branded link into their rug programme. We will have a link on our website that will take customers into their make a rug programme and people can order a rug pay online and the rug will be delivered to our branch. It is also my intention to produce a bespoke rug PDF offering a discount for the customer, or a friend or family member, on every rug purchased. It is my suggestion that we send out a leaflet with EVERY estimate we send. Any extra sales are a bonus and additional turnover is needed. In addition we will be updated to a flagship retailer on the find a retailer section of their website which will raise the profile of our stores and in addition Taylor & Marr will be removed from the website completely thereby removing one of our competitors. As AF is doing a lot of direct marketing it is extra exposure for Mr Carpet.

Houzz- Discuss joining the site (one for each branch) – This is a social media web site that specialises in interiors & homes. I will be looking into this to see if we should create a page for each store to get our products and services in front of the people using the site. If anybody has heard of this site or has any input please let me know. AF also recommended this to me.

GDPR – General Data Protection Regulation – This comes into effect on 25th May. I am currently reviewing with DC exactly how it affects us but it will impact on the data we store, where we store it and how we use it. We will have to appoint a data protection officer and have a privacy policy and a data policy. The definition of DATA is all computer data but also ALL paperwork connected with our business. We haven't yet fully assessed what we need to do to comply BUT we feel as we do not store sensitive data such as medical records etc but we will need to make changes to our procedures. Credit card data is a particularly high priority and we need to shred any notes we make of card details as soon as we have processed the payment and NO CARD DETAILS to be stored with the files with immediate effect. I will be creating a folder under staff info called GDPR where we will store any documents that will be Mr Carpet's official policy for any statements we make re our processes and if asked what our policy is ONLY these documents to be referred to.

Order confirmations and headed paper – Changes to system. WE will be adding the branch contact details and the LOGO to the order confirmation report in due course so when your current headed paper is exhausted we will not print any further headed paper with Terms & conditions on the rear. We will also set up the system so when you print an order confirmation it will print T & C's on a separate sheet to be sent with the confirmation.

Encourage Supply only sales – I feel the retail market is changing. I also think we should make supply only sales more attractive to encourage more of them as fitting is the most time consuming part of selling a carpet these days and the amount of fitters limits how many carpets we can get on the floor at a time. I propose to make signs for the shops and will give

Memo

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the branch managers a price structure for discounting supply only sales. This is an area I am very keen to encourage and expand but hopefully as additional business.

Price promise – It is my intention to implement a price promise ASAP. We will actively promote it on our windows, in store and on our estimates. Our price promise will be subject to terms & conditions which I will prepare and provide to you as soon as they are finalised. To qualify for a price match we will need to see a written estimate from a high street retailer. I will want to see these personally to approve the discounts (initially while I am assessing the impact and thereafter the branch managers will approve the price matches). If an estimate qualifies for a price match I want the order handled in the following manner.

- The competitors quote to be scanned & stored in a folder to be created. Store it by Job no/name/Alternative retailer's name.
- The order is put on the system at the value of our original estimate and a variation order should be entered for the value of the price adjustment as follows.
- VO order to be added "Price Match -£127.00" This is so I can search and find how many orders we have had to price match.

New shop hanging displays – I have asked the managers to get back to me with the location for the 1m bay to be converted to the hanging displays. The brackets are nearly finished, that hanging rails & hangers have arrived and I want them to be in store by the end of this month.

New Moduleo displays – Putney, Fulham & Raynes will have their Moduleo stands updated for new modern stands that will show all their ranges including the Impress range which most of you have not had displayed properly. I will let you know when these stands are ready to be installed.

Touch Screens – Work on these is continuing and they have been delayed because we have decided to change the way we display the clearance carpets. The revised screen will have a picture of the carpet and the details, prices and maximum quantity available. The way they will now be handled behind the scenes when stock arrives it will be photographed at HO and details added. This will then appear immediately on the screens in store. The change in how we will handle these products will mean we will be able to add them to our website at the same time under a new heading of clearance carpets and we will invite customers to leave their email address to be advised when new stock arrives (providing it complies with GDPR regulations)

Window promotions – It was agreed that for May we will have promotional banners across the windows with a poster with examples below. In June we will be price establishing for a summer sale in July.

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