

Home Furnishings Made Easy

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Mission Statement

- **Home Furnishings Made Easy represents an innovative, integrated approach for Home Furnishings Suppliers to provide creativity, innovation, value and marketing to a difficult Home Furnishings Market.**
- The key components to ensure success are:
 - Recognizing the need and making the commitment to sell on the internet
 - A unique focused direct marketing effort with suppliers .
 - Direct Marketing to the Consumer including
 - Search Engine Optimization
 - Magazines
 - Affiliates
 - Web.
 - These efforts are designed to supplement rather than replace current direct marketing retailers.
 - Supplier based merchandising focus using existing designs and inventory to minimize design, inventory and markdown risks
- **Patience: it takes 3 months for development and 3 months for marketing to affect sales in a significant manner.**

Home Furnishings Made Easy Blends all These Trends for Suppliers

- We are a direct marketing consulting organization who develops an integrated direct marketing program for selected clients in the home furnishings industry.
- We utilize small independent consultants with special expertise in areas like SEO, public relations, affiliates, graphic artists, copywriting, etc.
- A key component of the effort is the placement of products on key home furnishings web sites with millions of visitors per month. This unique marketing effort increases the exposure, reduces the cost and is completely pay as you go with no risk or outlay of funds.
- An important strategy of this effort is the focus on the right product to help the consumer decide rather than maximizing the number the SKUS or competing brands. In addition the site will contain special features for Home furnishings Suppliers that will allow you to maximize the presentation and conversions .
- Suppliers receive cash in 5-10 days from the credit card companies and average payments are in about 15 days so there are minimal financing requirements .
- In summary, we will provide all of the direct marketing expertise many companies offer but with an integrated approach to the needs of Suppliers .

The Internet Must be a Considered a Key Growth Distribution Channel for Suppliers.

- The internet is growing at a rate of 20% annually compared to 1-2% for traditional retailers.
- It is more efficient to sell directly to consumers in terms of reducing marketing and distribution costs.
- Supplier's sales and profits continue to be eroded by direct sourcing, private label and other retailer strategies to reduce suppliers' role.
- The Home Furnishings market in particular is affected by slow growth, commodity products , fewer retailers and less innovation.
- Suppliers need to recognize that these are inevitable trends rather than praying for a return to the "good old days."

Our Home Textiles and Internet Experience Allow us to Develop and Execute a Plan to Maximize Suppliers' Resources

- Setting Goals(branding, information, PR, closeouts, promotion, margin, sales)
- Understanding Organizational Resources and Culture. (graphic arts, design, operations, customer service, inventory management)
- Developing Strategic Direct Marketing Plan.
- Developing Website Materials.
- Other Direct Marketing Vehicles. (partners, affiliates, catalogues, retailers, internet retailers)
- Marketing Plan. (SEO, advertising, PR, blogs, affiliates)
- Operational Plan. (inventory, shipping, customer service)
- Management.(analysis, customer service, reports, development, marketing)

Our Mantra is Pay as You Go

- We expect to sell \$200,000 to \$300,000 in 2009 and reach \$1-2 million by 2010.
- We expect Suppliers to net 10-20 % above wholesale prices with no additional expense.
- The program requires very limited investment by suppliers with the exception of providing photography and descriptions as available .
- We do require suppliers to hold inventory and direct ship consumers.
- All pricing, selection, and forecasts will be approved by suppliers . However we would like to provide consumers with competitive pricing.
- All order processing, customer service, and strategic planning costs will be absorbed by suppliers .

We Offer A Unique Breadth Of Skills To Implement These Opportunities

- I have over 30 years' executive experience in developing and operating businesses with special abilities in finance, innovation and operations.
- Developed a \$60 million catalog and web business in five years, which integrated both efforts and included building product and brand awareness.
- Multiple direct marketing experiences in setting up businesses or operations involving:
 - Web
 - Catalogs
 - Advertising
 - E-mail
 - Affiliates
 - Search engine optimization
 - Customer service
- Experience in understanding the dynamics of retail, operations, sourcing forecasting, and direct needs, limitations and goals.
- Creative approach to business problems which relies on professional skills, serving multiple clients, and executing profitable solutions.
- Most important is the detail management we bring to the program. Developing text and photography and a customer service manual, monitoring successes and problems, testing, managing inventory and communication, maximizing various marketing efforts are all factors that dramatically affect success.

The Financial Structure is very Simple

- Suppliers transfer the product to the web site for its normal wholesale price and then retails the product with a 40-50% retail margin.
- Home Furnishings Made Easy spends about 33% of retail to develop the program and market the product.
- This includes about 15 % direct marketing, 15% service and management fees, and 3 % credit card processing fees.
- There is about a 5-10 % extra profit over wholesale or 25-35% total profit for suppliers.
- **NET!! NET!! A minimal net investment should generate \$50,000 to \$200,000 in incremental profit in 2009 and 2010.**

Summary

- **It is the Total Integration of Innovative Elements that Will Bring About Success.**
- Bert Shlensky and independent resources have both the experience and expertise to integrate this program into a successful investment.
- Finally, the attractive financial results are a function of inherent paradigms such as high gross profit, minimal SKUs, minimal receivables, pay-as-you-go direct marketing and limited investment.