

Merchandising Plan

INDOOR/OUTDOOR RUGS



Why merchandise to the plan? Accessories & Add-On items complete our presentation to the customer, increase foot traffic in our stores, create repeat customers and & increase our average sale. We are doing ourselves and our customers a disservice if we don't present the product in the best way possible, merchandising like items and pairing styles together appropriately to maximize our selling opportunity and enhance the customer's experience.

What will I receive on my floor?

- Each store will receive 4 rugs racks that hold 6 rugs each.
- Each store will receive a total of 24 rugs in the bestselling size (approximately 8x10 foot rectangle) to merchandise in their Rug Racks.
- Each store will receive additional natural color pallet rugs as back stock. When a rug sells out of your Rug Rack, please replace it with a neutral back stock rug until the keep is refilled. This will keep your racks looking full & merchandised, while reducing the quantity you need to keep on hand.
- If you would like to show an additional rug on your floor, underneath a collection, please add an additional rug manually to your transfer waiting list so not to interfere with the rug rack display. If you choose, we can update your keeps to correspond if you email us with your plan.

How should I Show? Following is the Merchandising Plan for each Rug Rack, along with suggestions on what collections to merchandise each rack with or near. Please be sure that your Rug Racks match this plan, as inventory has been ordered & keeps have been entered to correspond. **Remove any exterior wrapping that blocks the view to the customer and if needed re-roll the rug with the top side facing out. Customers should be able to see & feel the texture of the item.**

Merchandising Plan

INDOOR/OUTDOOR RUGS



Green & Neutral



Sku Number

1. **TRNS-8439,06,58x90**
2. **TRNS-8064,12,58x90**
3. **SPHI-2160X,63X90**
4. **TRNS-6688,22,63X87**
5. **SPHI-2061N,63x90**
6. **KALE-TRA06-77,63x90**

Short Description

- Carmel Palm Green
- Marina Cream & Green Floral
- Karavia Light Neutral Weave
- Dunes Diamonds Sisal
- Karavia Chevron Dark Neutral
- Tierra Solid Charcoal

Merchandising Suggestion

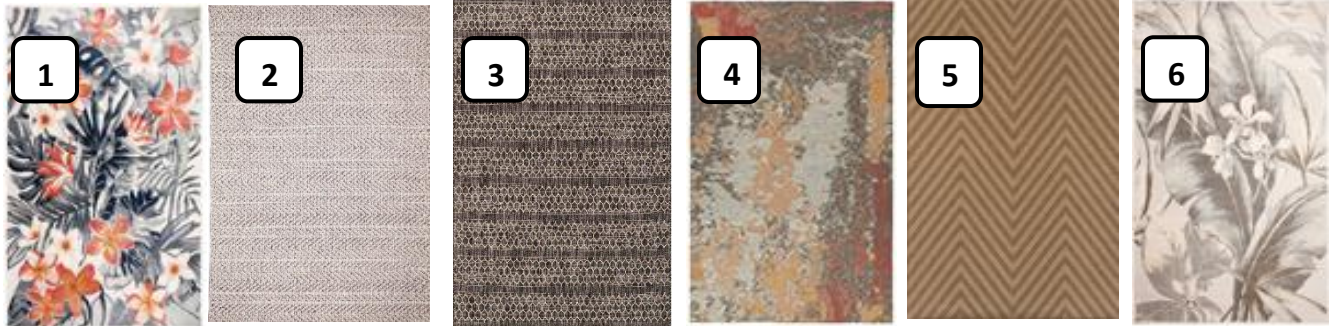
- Island Way Seating
- Empire Seating
- Rack Only
- Kokomo Traditional Seating (TS)
- Rack Only
- Maui (WTK)

Merchandising Plan

INDOOR/OUTDOOR RUGS



Red & Neutral



Sku Number

1. **TRNS-9378,02,57X90**
2. **TRNS-6680,38,63x87**
3. **LOLO-IE01,BG,63x91**
4. **KALE-SAN01-75,60X93**
5. **SPHI-1330X,63X90**
6. **TRNS-9379,02,57X90**

Short Description

1. Canyon Paradise Ivory
2. Duneds Chevron Silver
3. Isle Color Black Grey
4. Santana Burst of Grey Red Yellow
5. Chevron Karavia Neutral
6. Canyon Tropical Leaf Ivory

Merchandising Suggestion

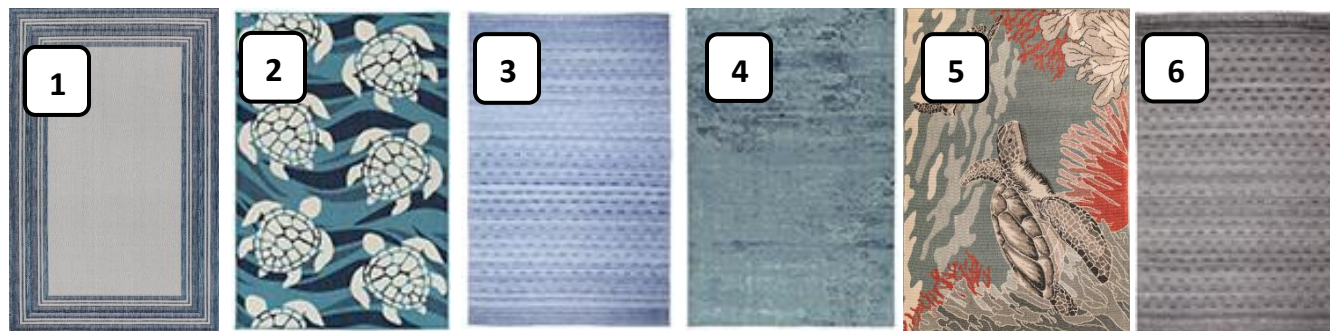
1. Kokomo Sectional (TS)
2. Maldives Seating (CLV)
3. Bayshore Sectional
4. Charleston Seating
5. Rack Only
6. Sanibel Seating (PPC)

Merchandising Plan

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Blue



Sku Number

1. **TRNS-8425,33,58x90**
2. **KALE-AMI02-79,70X90**
3. **TRNS-7742,03,60X90**
4. **KALE-SAN04-56,63X90**
5. **TRNS-7634,04,58X90**
6. **TRNS-7742,47,60X90**

Short Description

- Carmel Navy Border
- Amalie Turtles Blue
- Hudson Bubble Stripe Blue
- Santana Burst of Blues
- Sea Turtles Ocean
- Hudson Bubble Stripe Charcoal

Merchandising Suggestion

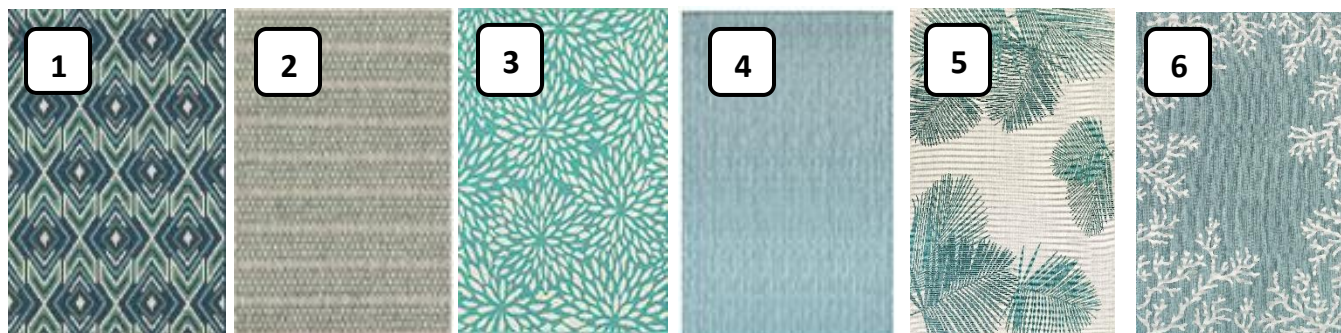
- Tobago Seating
- Adirondack White
- Serenity TXW Seating
- Retreat Seating (PPC)
- Rack Only
- Marina Seating

Merchandising Plan

INDOOR/OUTDOOR RUGS



Teal



	Sku Number	Short Description	Merchandising Suggestion
1.	SPHI-2209B,63X90	Meridian Ikat Blue Teal	Rack Only
2.	LOLO-IE01, GT,63x91	Isle Color Grey Teal	Maui Seating (VWN)
3.	SPHI-1506L,63x90	Meridian Color Aqua Ivory Flower	Hemingway
4.	TRNS-8422,04.58X90	Carmel Textured Stripe Aqua	Sanibel Seating (NTM)
5.	TRNS-8439,04,58x90	Carmel Palm Color Aqua	Kokomo Sectional (OG)
6.	TRNS-8448,04,58x90	Carmel Coral Color Aqua	Islamorada Seating

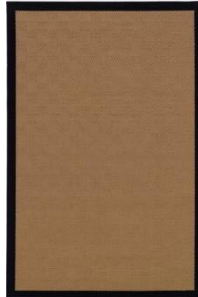
POTENTIAL DROPS WITH STOCK –



SPHI-1295R,63X90



SPHI-530W,63x90



SPHI-525X,63X90



LOLO-IE01,BR,63X91



SPHI-8027Z,63X90

**Displayed under
Garden Terrace**



SPHI-5929J,63x90



SPHI-8328W,63x90



SPHI-4770L,63X90



SPHI-781C,63X90

Displayed under Bali