

How we evaluate Trade Account applications

Thank you for your interest in becoming a stockist of Coach House product. CH has invested over 40 years in its brand and business and, as such; we have a very clear idea of where and how we envision CH being promoted and protect our image through carefully assessing each trade application we receive. In order to join the CH family, there are some key areas to consider when deciding whether we are the right fit for your company, and both companies are compatible:

Brand Identity

At CH we believe that the most successful companies tell a clear story about who they are, and this is reflected in every aspect of the customer journey. Whether your company is long-established or brand new to the market, we are interested in brands with clear and defined heritage and vision. As a company we have always championed independent retailers and are proud to say that the majority of our existing customers are exactly that, many of whom have traded with us since the very beginning.

Whilst offering a successful retail experience includes having clean and effective window and store displays with all the necessary lighting and visual merchandising tools being employed, that is not enough. CH are very careful not to over-saturate the market therefore each CH customer must offer something different from nearby stockist as well as our many online customers. We encourage customers to promote the aspirational lifestyle modern consumers expect and that all brands promoted by prospective customers to fit within this model. Strong merchandising and presentation is key and expected and adequate floor space on the shop floor is expected for CH as well as within any associated online store. CH product, however, must be branded as the companies' own. We do not encourage the CH brand to be promoted and any use of CH codes, product range names, etc is viewed as devaluing the brand and is prohibited (see terms). Alongside this, we would expect CH to be promoted against similarly matched brands in terms of quality and exclusivity. We would not consider it appropriate for CH to be exhibited in the same space as low-end product or product that may have a negative effect on the perception of CH product.

In order to create a unique and long-lasting buying experience, consistency across digital and in-store experience is fundamental; this goes for any social media associated to the company.

Assessment of all the above will be undertaken when a trade account is applied for therefore, we are looking for careful curation of products, brands and services offered.

Customer experience

We, at CH, know that visual merchandising is fundamental to the customer experience and success of the product. However, without adequate follow-up in terms of customer service, the product becomes devalued, and the consumer trust is lost. We expect CH stockists to have adequate staffing and operational infrastructure in place in order that customer expectations are met in terms of queries, stock, returns and delivery options and processes. Customer service must be strong and consistent.

But keep in mind...

That's not to say rules can't be broken! We are constantly changing and looking for fresh ideas and this does not stop with regards to product but also with our clients. The above is a good guideline of what we look for in a potential client, but we are not closed to new ventures and encourage you to apply.

We hope to welcome you to the CH family if you share our ideas, passion and vision for the future of interiors!

How do I apply for an account?

If you're new to Coach House, first you must Apply for a Trade Account. If you're an existing customer requiring new catalogues you can either request them over the phone through your sales coordinator or send us an email via: info@coachhouse.com.

What happens next?

Complete the form on our website and submit, you will then receive an automated confirmation email and in some instances a further questionnaire to complete.

What sort of checks do you do?

We do a number of checks to establish the validity of your business and assess how you will use Coach House product in a commercial environment which must complement and enhance the Coach House brand- please see Brand Identity as above. We look at your Business location, to assess its proximity to any of our current established customers.

- We validate your company registration with Companies House and VAT registration number via the internet
- We also look at your store or retail space to view your current product presentation, style and overall image of your visual merchandising, please see Brand Identity.

Can I stock all of your products?

Initially, we may offer to supply you with a selection of CH products, dependant on your current business assessment. Accessibility to product depends on your business type as well as current exposure on the market.

Do you supply marketing material?

We require that customers create all their own individual, original imagery when retailing CH product. Item stock reference pictures are available on request and can be used in conjunction with customer's own lifestyle imagery. For further details, please refer to our Product Marketing terms and guidance.

Can I sell your products Online?

Once your account has been active for 6 months or more you can then apply to sell an approved selection of our products online from your website.

Do you supply Internet only companies?

We have a selection of specialist Internet only companies who work very closely with us to positively promote and sell Coach House products. We do welcome applications from Web only companies, but we do apply the same detailed and exacting selection criterion as applies to companies with "Bricks and mortar" premises to ensure the presentation, product offering and marketing of the site, complements rather than detract or diminish from our existing market sector offering. You may initially be offered an approved selection of products to retail from your website.

Do you have a minimum spend?

Yes, you must guarantee to spend a minimum of £5000.00 per year. If you don't meet this amount, we will close the account, but we can give you details of other Coach House suppliers in your area.

Can you deliver my orders?

Yes, our Transport team will assess the approach roads and access to your confirmed delivery address, which must meet our criteria to manoeuvre a 45ft articulated vehicle safely, these commercial premises must have staff available to assist our driver with offloading your delivery. We do not deliver into residential areas, but we do offer an Order Collection service, please refer to the [Deliveries](#) information on the website. You will be assigned to a sales coordinator who will contact you on a weekly basis to arrange despatch. Our delivery service is carriage paid with the minimum order value being dependant on your account type. We will only deliver to commercial premises.

Do you offer credit terms?

Sorry no, all our accounts are paid on a Pro-forma basis.

What do you need from me?

If we still require further clarification once we have done all of the above checks, we may ask you to provide copies of your current purchase invoices. If you are a Property Developer you would need to provide evidence of

your Property portfolio, consisting of current and past projects. For Interior Designers we may ask for evidence of previous and current projects plus invoices to show you currently buy similar product from other wholesalers

Why do you need to do all these application checks?

We uphold the principles of a responsible wholesaler which means we must take every reasonable step to maintain the supply chain and ensure we do not impinge on the business of our retailers. This is to ensure we protect the long-term commercial viability of Coach House, its clients and its products.

Can I return faulty items?

Yes, if you have goods that are damaged you must let us know via email or website form, within 7 days of receiving your order. Please keep all goods in their original packaging and they will be uplifted at the time of your next delivery. The items will be QC inspected once they arrive back at our warehouse and a credit will be issued to your account once the details of the damage have been verified. However, we do not take responsibility for any goods transported via third party carrier.

Do Coach House have showrooms I can visit?

Yes, a visit to our fabulous showrooms in Altham is an absolute must! Showroom visits are now by [appointment only](#) and time slots need to be booked prior to arrival. We have 60 individually styled room sets to showcase our latest on trend furniture designs; all styled and complimented by a beautiful selection of accessories, all in all, it is a truly inspiring experience for all trade professionals. But for everyday use you can view all our products, including current stock levels and place your orders, from our website. Along with our Altham Showrooms, we have also recently developed and opened a beautiful trade only showroom in Chelsea. NB. Access to our Showrooms is only possible for authorised buyers who are named on a valid, active account.

Does Coach House export the goods to any country?

We don't export orders but deliver to freight forwarders or shippers here in the UK as explained in the [International sales section](#). The client is responsible for Exporting the goods.

How many people will delivery my goods?

Delivery will be with one driver, so make sure there is enough help to unload the goods in case of heavy or big loads.

Can I arrange the transport of the goods myself?

Of course. You're always welcome to send your own transport company or courier to collect the goods. with an extra discount of 2.5% for doing so. We do have a Preferred Partner for collections - for full detail please refer to the [Deliveries](#) information on the website.