

## GUIDELINES FOR PROSPECTIVE ACCOUNTS

Thank you for your interest in becoming a stockist of Coach House products. 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 company journey. As a company we have always championed independent, innovative 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. We promote competition on quality therefore we expect all customers and prospective accounts to reflect a shared calibre regarding product presentation and marketing to ensure that any supply is reflective of our desired positioning in the market.

Whilst offering a successful retail experience includes having a clean and effective window and store display with all of 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 any nearby stockist as well as our many online customers. Working together with CH Business Development Executives (BDE's) we encourage customers to promote the aspirational lifestyle modern consumers expect and all brands promoted by prospective customers should fit within this model. Strong merchandising and presentation is key and expected, and adequate space on the shop floor is required for CH products as well as within any associated online store.

For this reason, CH products must also be branded as the companies' own. We do not allow 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 the restrictions in our terms and conditions). Alongside this, we would expect CH products to be promoted against similar products in terms of quality and exclusivity. We would not consider it appropriate for CH products to be exhibited in the same space as low-end products or products that may have a negative effect on the perception of CH products.

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

Assessment of all of 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 AND PRODUCT MARKETING

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.

Resellers have to fulfil a number of requirements regarding setting, services, store and website design. These requirements are set to guarantee the aspirational nature of the CH products.

Whilst CH recognises that digital platforms are essential components to a successful customer experience and strongly encourages their use in championing companies' own brands, CH are promoting longevity of its resellers success by endorsing customer experience and satisfaction resulting in repeat business rather than ineffective product presentation resulting in dissatisfied customers and one-time clients that have not been convinced by the service or the story offered.

Consequently, CH has restrictions in its terms and conditions as to the promotion of its products on online platforms and certain Marketplace websites that do NOT have the following:-

- The site/platform must have a unique, curated and inspiring offering which includes similarly positioned brands from the industry and must feature inspiring associated editorial and content where appropriate
- The brand identity associated with any site/platform must be of a similar calibre to those sites/platforms that CH is currently featured within. The site/platform's positioning must reinforce the positioning of CH within the market, not detract from it.
- The site/platform must have as a focus the quality and exclusivity of product
- The site/platform must demonstrate consistent design and offering that is appropriate to the industry and the aspirational nature of the product
- The site/platform must demonstrate clear, distinguishable branding of product and vendors with associated brand identity prevalent throughout
- The site/platform and vendor must have customer experience at the forefront of its design and functionality in keeping with the aspirational, not essential, nature of the products. The customer journey and brand story is paramount.

But keep in mind....

That's not to say that rules can't be broken! We are constantly changing and looking for fresh ideas and this does not stop with regards to the products but also with our clients. The market for interior design and retail is ever-evolving and we are open to such progression.

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!

Kind regards