

## GUIDELINES FOR PROSPECTIVE ACCOUNTS

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. 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 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 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 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

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!

Kind regards,