# THE FUTURE OF RETAIL.



# VISION WE WANT TO BE THE BEST FURNITURE COMPANY.

# MISSION IMPROVE QUALITY **REDUCE COST DO MORE BUSINESS BE PROFITABLE STAY IN BUSINESS**



# DID YOU KNOW?



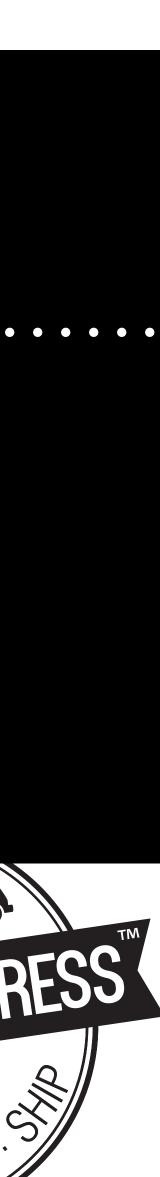


### OF THE ONLINE **POPULATION** HAS MADE A **PURCHASE**

⁰∕₀

## 50% 50% OF THE ONLINE POPULATION SHOPPED ONLINE MORE THAN ONCE





# WHY DO THEY SHOP ONLINE?



 $\bullet \bullet \bullet \bullet \bullet$ 

### LIKE THE INCREASED VARIETY



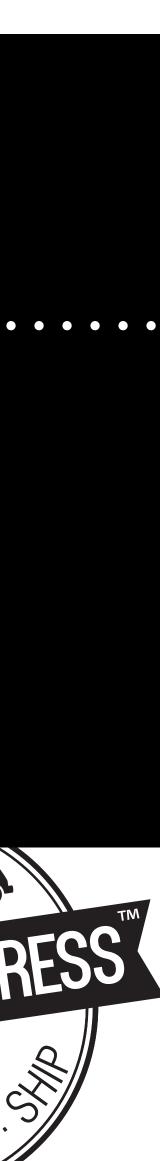
## LESS CROWDS



SAVINGS



%



# HOW DO YOU PLAN ON COMPETING WITH ONLINE RETAIL?

## **BE A PART OF IT.**

# YOUR FUTURE IN RETAIL IS HERE!



## WHAT IS ASHLEY EXPRESS? **A CONVENIENT DIRECT TO CONSUMER SHIPPING PROGRAM**

**ASHLEY EXPRESS** is an opportunity to have an "endless aisle of furniture" that you sell directly from your website to the end consumer.

We have more than **12** furniture categories with thousands of available product SKUs for you to **sell online 24/7**.

Best of all - you don't have to lift a finger! We will ship in-stock products directly to your customer in 48 hours!

## UNLINE SELLING MADE EASY!

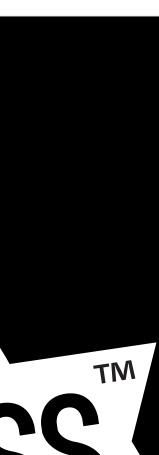


# THREE EASY STEPS

## SIGN THE ASHLEY DIRECT EDI CONTRACT AND ASHLEY EXPRESS PARTICIPATION FORM







# SIGN THE ASHLEY DIRECT EDI CONTRACT AND **ASHLEY EXPRESS PARTICIPATION FORM**

### WHAT IS EDI?

Electronic Data Interchange (EDI) is the electronic interchange of business information using a standardized format; a process which allows one company to send information to another company electronically rather than with paper. Business entities conducting business electronically are called trading partners.

Dear Valued Customer,

Following is the contract for Ashley Direct, our secure website. This website has a lot of information to help you do business, however it has much of Ashley's confidential information. In essence, the contract is an agreement that you will not share your passwords with anyone. The contract should be signed by the owner or by an Executive of the company. This person becomes the Technical Site Administrator (TSA) and will be assigned a master password. The TSA will then request passwords for each employee they want to give access to Ashley Direct. There are different levels of security, so you can decide what information you would like each employee to receive.

Here are instructions for completing this contact. First, please fill out the information below.

Customer Name:

Customer Number:

Technical Site Admin:

Next, please fill in your Company's name on the first page of the contract. On the fourth page please fill out the information under the word COMPANY. The following areas are explained because they often cause confusion:

#### By: This is your company name

Authorized Agent or Signature: This MUST be the signature of the technical site Administrator listed above. IMPORTANT: Do not print. We cannot accept the contract unless it is signed. Email Address: You must provide an email address to use Ashley Direct.

> : If you have a website, please list the address in this area. If you do not have a can write the word 'none' or leave it blank.

his form along with your signed Electronic Commerce Agreement through the Mail to below. Do not fax in the form. We must have the form with your original signature n give you access to Ashley Direct.

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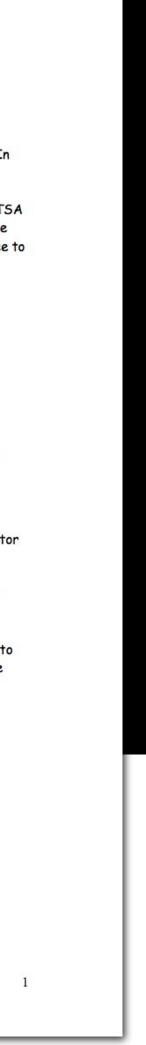
Ayers

323-6841

hleyfurniture.com

## **CLICK TO DOWNLUAD**

	Ashley Express Form
ShipTo Name:	
Customer Number and ShipTo	(process is ShipTo specific):
□ Is the Customer currently	doing business via EDI? If no, we do <u>not</u> support this in Phase 1.
Yes No (If no	b, please stop. There is no need to go any further.)
Does the Customer need a ship via Ashley Express?	an Excel spreadsheet of the items that Ashley has approved as availa
Yes No	
Is the Customer requesting Shipments?	g a specific Carrier (UPS or FedEx) to use for their Ashley Express
Yes No	
If yes, Carrier name:	
Yes No	g to use their Freight Contract with this specific Carrier? what is the Customer's contract number for that Carrier?
Carrier Name:	Contract #:
Carrier Name:	Contract #:
<ul> <li>Does the Customer plan to</li> </ul>	o send Carrier information in with their orders via EDI?
Yes No	
Direct Ship Form	





## 25 YOUR CUSTOMERS WILL SHOP FROM HOME ON YOUR TRANSACTIONAL WEBSITE

## **My Furniture Store**

FIND A STORE | MY ACCOUNT | MY WISH LIST | TRACK YOUR ORDER | ESPAÑOL

VIEW OUR LATEST AD SIGN IN | SIGN UP

ᆿ CART

search furniture new gift registry inspiration create a room view catalog sale clearance

free shipping

Home > Furniture > Living Rooms > Accent Chairs

new top rated sort by: most relevent show only:

ACCENT CHAIRS

Cambridge Amber Accent Chair

OUR PRICE 9000 | Compare At 9000

Quick look | Add to cart

\*\*\*\*\*

#### LIVING ROOMS

- stationary
- reclining
- sleepers
- leather
- sectionals
- under \$499
- reclining under \$599

#### SHOP BY STYLE

- contemporary
- vintage
- modern
- traditional

#### - ACCENT CHAIRS

- CHAISES
- OCCASIONAL TABLES
- ACCESSORIES
- RUGS
- TV STANDS
- SMALL SPACES
- STORAGE
- USB ENABLED
- LIGHTED SOFAS
- ▼ POWER RECLINING







OUR PRICE 9000 | Compare At 9000

Orrin Orange Accent Chair OUR PRICE \*000 | Compare At \*000

Quick look | Add to cart \*\*\*\*\*

Quick look | Add to cart

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\*\*\*\*\*

Milari Umber Accent Chair OUR PRICE 9000 | Compare At 9000 \*\*\*\*\*



OUR PRICE \$000 | Compare At \$000



## THOUSANDS PRODUCTS **AVAILABLE AT YOUR FINGERTIPS**

## **YOUR ENDLESS AISLE AWAITS!**



#### **TRANSACTIONAL WEBSITES PREFERRED**

Whether your website is Imagine Retailer, Renaissance, or other website providers, Ashley Express is designed to work on transactional websites through our EDI feed or Ashley Direct Create My Order.





## THE ITEMS WILL SHIP DIRECTLY FROM ASHLEY TO THE CUSTOMER WITHIN 48 HOURS



## SHIPPING PROCESS

If our retail partner is signed up with Ashley Express, the items ordered from the retailer's website will come directly to us. Ashley will ship those products with UPS or Fedex within 48 hours and send the retail partner the invoice. It's that easy.



### **SHIPPING RATES**

Your Rate or Ours? If you don't already have one, Ashley Furniture has our own specific FedEx or UPS rate.

The Ashley Express Freight rate per item can be seen in the Ashley Express Excel Spreadsheet.



## FREQUENTLY ASKED QUESTIONS YOU GOTTA HAVE 'EM

#### HOW ARE DAMAGES HANDLED? DOES THE CONSUMER GET PARTS? FULL CREDIT? WHAT ABOUT THE SHIPPING AND HANDLING CHARGES?

If this is a Freight Damage and the Customer is using Ashley's Freight Contract, they would contact their Credit Analyst to discuss the credit if needed for the item, freight charges and handling fee. If the Customer is using their own Freight Contract, they would contact their freight provider, either UPS or FedEx. If a replacement part is available for this specific item, the Customer can order replacement part for these items that are under warranty and ship directly to their end consumer if needed. Every Customer must give Ashley a return address to put on the shipping label. We do not accept returns coming back to Ashley, the only exception being if this item had freight damage and the Customer is using Ashley's Freight Contract.

#### HOW ARE WARRANTY ISSUES HANDLED?

Ashley Express is just a type of shipping, instead of shipping direct to your store or you picking up at your Ashley DC, you've requested that we ship this item direct to your consumer. You would handle warranty issues as you do today for your Customers.

#### CONCERNED ABOUT THE DOUBLE SKUS IN THEIR SYSTEM AND HOW THAT WORKS WITH EDI.

This could be discussed with the Customers operations team. There shouldn't be a reason to double SKU any of these items. This is just a different method of shipping.

#### HOW ARE CONSUMER RETURNS HANDLED?

Ashley does not accept any returns. Every Customer that is set up for the Ashley Express process must give us a return address that will show on the shipping label.

#### THE LIST OF PRODUCTS HAS WEIRD PIECES, IF THEY DO A FEED TO THEIR INTERNET THIS COULD REALLY GET SCREWED UP WITH THE PIECES THAT ARE AVAILABLE VIA ASHLEY EXPRESS AND NOT AVAILABLE. EXAMPLE: RAILS AVAILABLE ON BEDS BUT NOT HEADBOARD AND FOOTBOARD, D314 BASE AVAILABLE BUT NOT TABLE TOP, ETC...

The list of Ashley Express items that you are able to pull from the Ashley Direct Product Catalog is just that, a complete list of all items that Ashley sells that meet the criteria to ship via Express Shipping. The Customer should not take this list and publish it all online for sale. They should determine what items in this list make sense to sell online for their business. Ashley needs a clean list of all items coded Express Shippable in the case a Store needs us to ship an item via UPS to their store for whatever reason.

#### HOW TO ORDER 1 THROW PILLOW, THROW INSTEAD OF A CASE?

This is important! A Customer will not be allowed to even purchase or have pricing for an individual rug and throws prior to being set up for the Ashley Express process. We only allow Customer set up for this process to order these items if they are shipping to their end consumer. The case item is a different SKU than the individual item and they have different pricing. Once set up for the Ashley Express process, the individual items will show in the Customers download. The individual items will have a "T" for throw or a "P" for pillow at the end of the SKU. Also, you will see in the spreadsheet the UOM and quantity per box. This is important information in helping your Customer set up his system to purchase properly.

#### CAN WE DO WITHOUT A DEALER HAVING EDI?

We now allow Customers to order their Ashley Express items via Ashley Direct Create My Order. The Customer will select an option of either EDI or Ashley Direct when they fill out the Ashley Express Agreement.

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P.0 Nu	ımber:	14062714430	4745					Rec	quest Da	te: 06/29/	2014	• (mm	a/dd/yyy	y)
Order Type: Oship Complete Series Groups Ship Complete Order Oship Items As Available Shipping Type: Opelivery OFull Truckload Pickup Shipping Type: Opelivery OFull Truckload Pickup/Com. Carrier Warehouse: Ashley Express OLess Than Full Truckload Pickup/Com. Carrier Warehouse: Ashley Furniture OCNW						Express Shipping Information *Denotes Required Field *First Name: Melody *Last Name: Behringer *Street Address: M43688 BYE NELSON RD PO Box/Apt #:								
	Arrival C	0010	EALER ONLINE ORD	DER			ar	*Zip Code: Alt S' to submit. b for Group Entry e 'X' button to remo browser, or the F3	Visconsin 4758-9242 & Packag ve items. 5 Key wh	es. ile submit	tting your		eturn Addres	s Reset Address
								te items on your ( Freight or Handlin						
x	Qty	Item #	Description	Series	Color	UOM	Qty Per Box	Status (mm/dd/yyyy)	Cubes (ft³)		Freight (USD)	Disc. (USD)	Comment: Ext. Price (USD)	Item Comment
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