

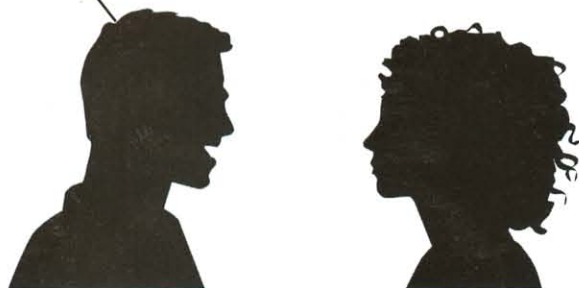
HOME FURNISHINGS Business

APRIL 2010

STRATEGY FOR THE FURNITURE RETAILER

HFBusiness.com

"I'm a great lover"



1. Marketing

"Hello"



2. Telemarketing

"I'm a great lover"

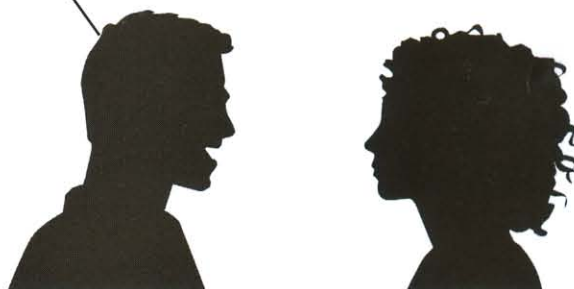


"Trust me, he's a great lover"



3. Public Relations

"I'm a great lover"
"I'm a great lover"
"I'm a great lover"



4. Advertising



5. Design



"I understand you're a great lover"



6. Branding

WHAT ARE PEOPLE SAYING ABOUT YOU?

From "ZAG: The #1 Strategy of High-Performance Brands" By Marty Neumeier



IT'S SHOWTIME

NEW PRODUCTS AT HIGH POINT



A.R.T. Furniture
200 Plaza Suites
ARTHomeFurnishings.com



Revco
5001 Showplace
RevcoInternational.com



Taylor King
2nd Floor, 200 Steele Building
TaylorKing.com



BKind3
3416 Showplace
BKind3.com



NOVA
C403, IHFC
NovaLamps.com



Jofran Inc.
210 Furniture Plaza
Jofran.com



Cal Lighting and Accessories
D309, IHFC
Calighting.com



Zuo Modern
D501, IHFC
ZuoMod.com



Samuelson Furniture
Suite 135, 200 Steele Building
SamuelsonFurniture.com

Touchwood UK
G2043, M2047, Suites at Market Square
Touchwood-UK.com



Dorya Interiors
Suite 144, 200 Steele Building
DoryaInteriors.com



Oriental Weavers
3555, Showplace
OWRugs.com



Flexsteel
C558, IHFC
Flexsteel.com



Global Views
D220, IHFC
GlobalViews.com