

H.O.C. Retail Management Information about our Services

Our firm has been involved in chain retail point of sale and direct factory distribution for over 30 years, bringing together national and international manufacturers and major retailers in the Western United States.

We believe the future of our firm and this industry depends on the ability to offer a better alternative to aid traditional distribution. Our mission is to enable our retailers to realize lower factory direct acquisition costs, be more competitive in the market, and increase sales. Improved housekeeping, better displays, and more consistent ordering and inventory control, result in greater bottom line profits for our retailers.

Listed on the following pages are the key elements of our program. We appreciate the opportunity to provide you with this service.

Thank you for your interest and support.

Jerry L. Jones
President
HOC Retail Management

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H.O.C. RETAIL MANAGEMENT, INC.

Leaders in Service Excellence

Offering Our Customers:

In Store Service

Ordering Systems

Merchandising

Display Resets

Product Knowledge Training

Leading the Way

H.O.C. RETAIL MANAGEMENT, INC.

Store Sets

- Display resets
- New store set-up
- Stock tag maintenance
- Return claims for buybacks
- Merchandising design
- P.O.S. display creation

Store Services

- Stock and maintain displays
- Reordering of merchandise
- Promotional ordering
- Promotional information & training
- Process defectives and returns

Order Management

- Customer computer information set-up
- Customer order information & tracing
- Customer purchase & shipment histories
- Customer sales forecasts

MIS Systems

- Order around orders
- EDI to factory or D/C for ordering
- POS receiving copies (EDI to store)
- Automatic order routing within line
- Auto-price update

H.O.C. RETAIL MANAGEMENT, INC.

Communication

The Key to Our Service Leadership

- Product knowledge meetings educate store personnel.
- Field supervisors ensure quality performance at store level.
- Special bulletins for advertised items or special store needs are communicated daily.
- Merchandising opportunities are brought to your attention.

Our Service Excellence Increases Your Sales

H.O.C. RETAIL MANAGEMENT, INC.

Basic Merchandising Services

Monthly / Bi-monthly service cycles
Straighten and clean display
Ensure proper space and plan-o-gram
Cross merchandising
Special order maintenance
Set special products and sign promotions
Maintain current and neat labels
Fill P.O.P. literature
Down stock inventory
On-hand inventory adjustment
Write and process orders
Process defectives
Obtain management approval
Call report summaries
Customized service reports
Fully insured service people

H.O.C. RETAIL MANAGEMENT, INC.

Special Services

Set-Ups / Resets

One time sets

Merchandising presentation of stack outs and end cap promotions

Special display set ups

Process returns or markdown merchandise

Plan-O-Grams / Schematics

Custom designed to fit store's needs

Photographed

Printed

Point-of-purchase design & creation

Demonstrations

Consumer product awareness training

In-store and consumer shows

Product knowledge classes

Surveys

Competitive price shops

Timely - complete - accurate

H.O.C. RETAIL MANAGEMENT, INC.

New Store Services

New Store Sets

New Store Reporting

Special Grand Opening Displays

Attendance at Grand Openings

How-To Clinics for Store Customers

H.O.C. RETAIL MANAGEMENT, INC.

Regular Factory Service Clients Include:

American Power Pull
Elmdor/Stoneman Manufacturing
Fiskar's, Inc.
GHP Group
Heritage Tile
Hickory Hardware
HomeRight Products
Intersel, Inc.
Linzer Products
McCulloch Motors, Inc.
PALRAM, Inc.
Rectorseal Corp.
Summit Brands
Thermwell Products
TVM Building Products
W.B. Marvin Manufacturing
Waxman Consumer Group