



DFS.

To hell with the title slide, research, quotes, hard arguments... we need the space.

The truth about buying a sofa

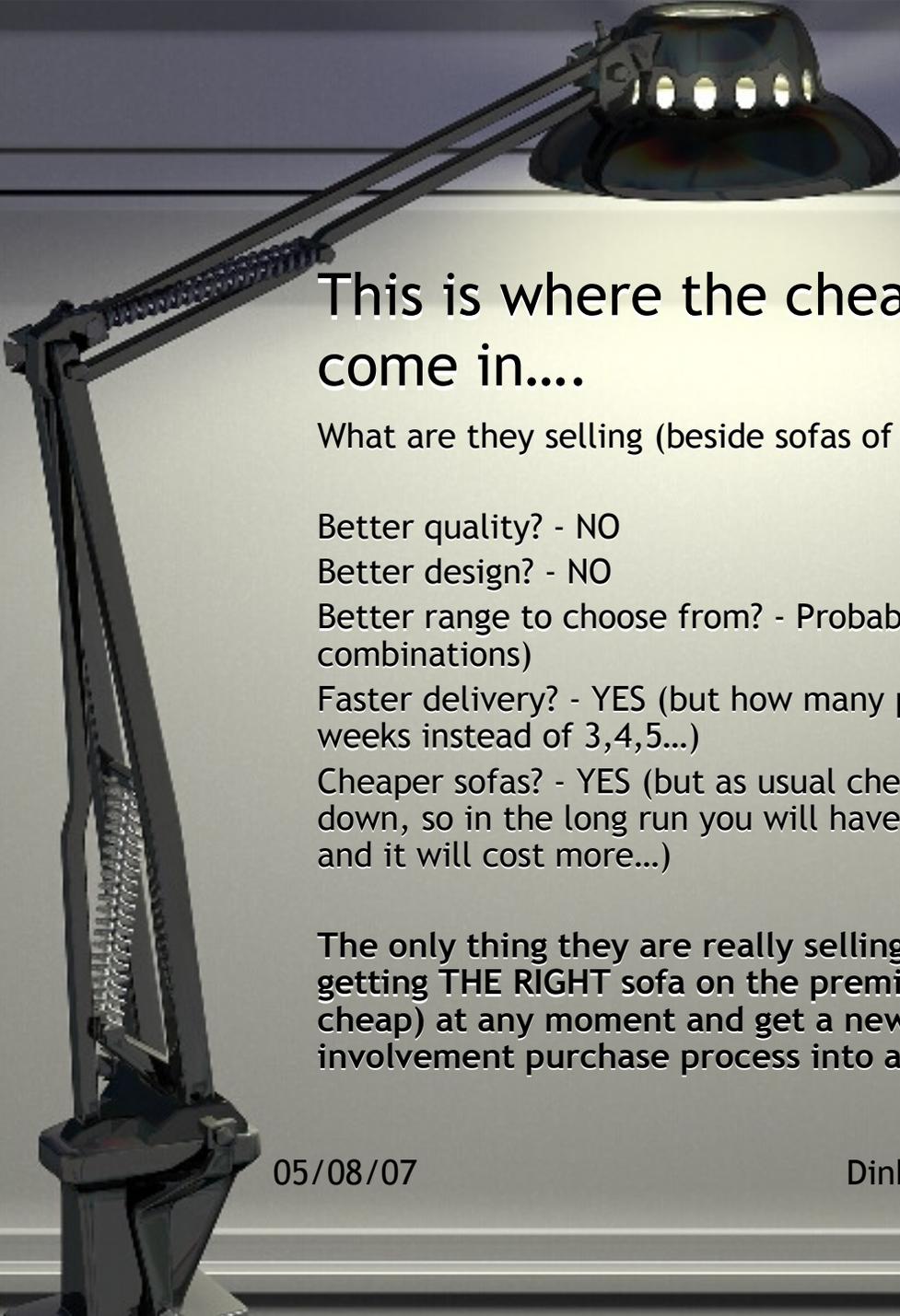
Buying a right sofa:

- **Is time consuming** (find, educate yourself on matters of construction and materials, compare, choose, try, measure, decide, fight with other people over your choice, transport, carry, get rid of the old one, etc.)
- **Requires good money** (no matter how cheap it is compared to some other sofas it's still going to cost you)
- **Is very stressful** (all of the above and then some)

But that's ok, because if the modern man has anything to spare it's time, money and nerves... right?

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This is where the cheap retailers, web shops, etc. come in....

What are they selling (beside sofas of course)?

Better quality? - NO

Better design? - NO

Better range to choose from? - Probably not (DFS offers tens of thousands of possible combinations)

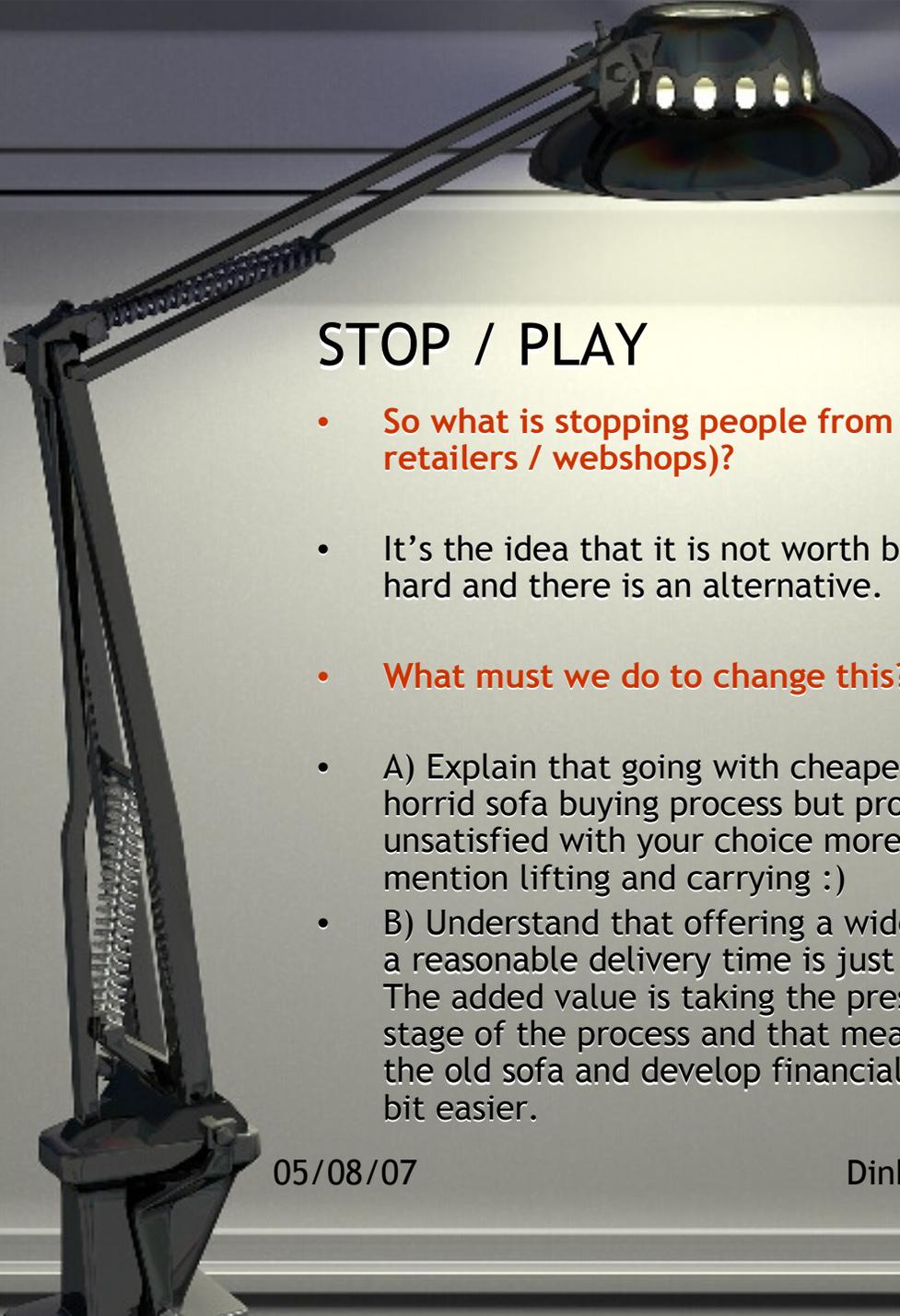
Faster delivery? - YES (but how many people you know will die if their sofa arrives in 8 weeks instead of 3,4,5...)

Cheaper sofas? - YES (but as usual cheaper means lower quality, faster wear and break down, so in the long run you will have to go through the whole process again and again and it will cost more...)

The only thing they are really selling is absolution from the whole horrid process of getting **THE RIGHT** sofa on the premise that you can dispose of it (since its so cheap) at any moment and get a new one. Basically they are turning a high involvement purchase process into a low involvement one.

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STOP / PLAY

- **So what is stopping people from buying in DFS (or what might turn them to the retailers / webshops)?**
- It's the idea that it is not worth bothering with the whole thing, it is simply too hard and there is an alternative.
- **What must we do to change this?**
- A) Explain that going with cheaper and “disposable” sofa is not eliminating the horrid sofa buying process but prolonging it, doing it more frequently, being unsatisfied with your choice more often, paying much more in the long run, not to mention lifting and carrying :)
- B) Understand that offering a wide choice of good quality sofas at a fair price and a reasonable delivery time is just a prerequisite to be in the sofa selling business. The added value is taking the pressure of the consumer by helping them at every stage of the process and that means help them chose, measure, carry, get rid of the old sofa and develop financial “deals” to make them part with their money a bit easier.

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Creative idea:

(that we would humbly suggest to creatives, hoping that they will come up with a better one..)

Laziness that pays off

Why laziness?

- Firstly, sofa is the place to rest, lie around doing nothing, enjoy entertainment, socialize with friends, basically laziness lies in the essence of the sofa.
- Secondly, we already identified the key insight why someone could go to the competition - they make it easier, less intense and less involving. In a way they let people be lazy (of course we will do it differently).
- Thirdly, now-days everything is about better performance, helping people survive the hectic world by making them go even faster and further. So communication that explains why buy the sofa at DFS (the right way to buy a sofa) by giving you permission to be lazy seems... a natural choice. Working on and improving on your laziness with DFS seems kind of fun :)
- At the end, buying “the right” sofa instead of “the disposable” one WILL in the long run PAY OFF, because it will save you time, money and nerves.
- Beside the communication, there was also a small matter of added value, or how exactly can DFS help people to be lazy...





Just a few ideas how DFS can help...

- Invite people to bring in a few photos of their living room and apartment blueprint and provide expert advice and proposals on style, design and colors of the sofa. Maybe even suggest a better arrangement of the room.
- Store design - instead in big open spaces exhibit the sofas in showrooms of different sizes, mimicking realistic living rooms so customers can get the real idea how will the sofa look like once it is in their apartment surrounded by all the furniture (things look different on display and in your own room).
- Sofa-bus - could come periodically neighborhoods, invite people to sign up and sofa specialists will come to your home to give you free advice.
- Web specialists - upload your apartment scheme and get free advice.
- LAZY DAY@DFS - while you are waiting 8 weeks for the sofa to arrive invite your friends over at DFS (special sofa rooms) for a small party (flat screen tv, surround system, drinks and finger food) and show them how will your new sofa look like and have a good time.
- In order to give a premium service to its customers DFS should form the DFS Sofa Aid Specialists (SAS:)) - 24/7 customer service - everything from delivery to financial advice.
- Once DFS sells a new sofa, DFS SAS disposes the old one.
- There would be much more.. But you said 5 slides.. Thx for your time. :)

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