

# The DFS Difference

August 7, 2007



# Competitive Environment



## Argos Means. . .

Low Prices  
Easy Returns  
Many Locations

## Argos Is. . .

Economical  
Convenient  
Everywhere



## TESCO Means. . .

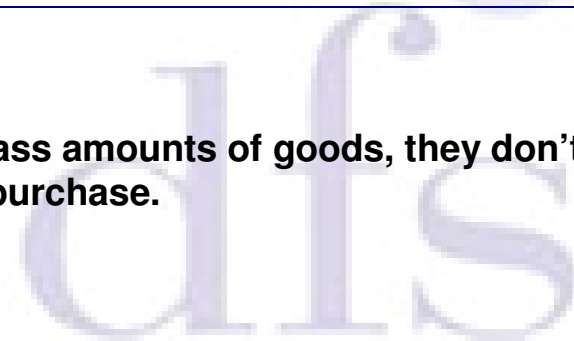
Polite Associates  
Points Program  
Open 24 Hours

## TESCO Is. . .

Friendly  
Rewarding  
Accommodating

- **Get in and get out.**

- While Argos and TESCO are experts at selling mass amounts of goods, they don't create a bond with the customer making a large purchase.



# Communication Hurdles For DFS

- **Excessively Retail-Focused Ads**
  - Ads are widely parodied and joked about.
- **Long Waits For Delivery**
  - Many horror stories circulating of not receiving merchandise, or not receiving it as it was represented.
- **Deficient Customer Service**
  - Customers whose order was delayed, or who receive faulty merchandise are not always helped in a timely, professional manner.

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## ▪ **Bottom Line**

- **DFS has barriers to overcome in the way that it is perceived through its communications, as well as the way it deals with customers after a sale.**



# DFS Desired Brand Position

## DFS Means...

- Design



- Encounter



- Relationship

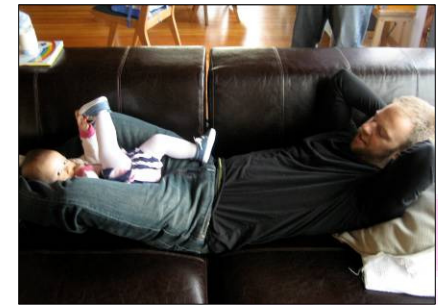


## DFS Is...

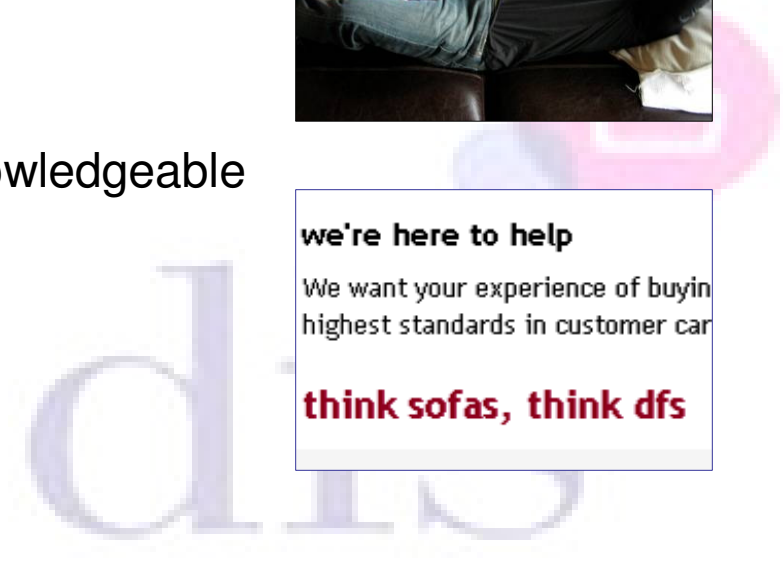
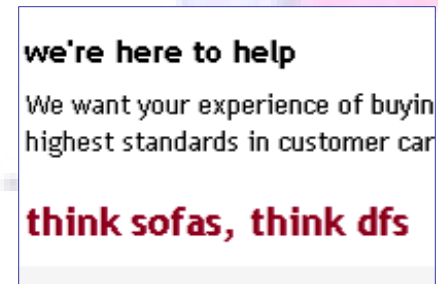
- Customizable



- Inviting



- Knowledgeable



## The DFS Difference

At Argos and TESCO, you can walk out of the store with a low-priced, ready-made sofa.

At DFS, the sale is only the first step. . .



dfs

# DFS Brand Strategy

When making a big purchase, it's nice to have insurance

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DFS knows sofas front, back and sideways

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Relationship that goes past the sale moment

