

Our Business Model

Creating value and choice for our target market

A high quality, value-led range of products, supported by an expert team, modern stores, and an efficient supply chain, providing outstanding value, quality and choice for our customers.

Our key ingredients

Range of price points

From £299 to £5,295, creating value and choice for our customers.

Easy ways to pay

Long-term interest-free credit making buying affordable.

Brands

Long-term relationships with leading furniture and flooring brands.

Service

'Excellent' Trustpilot rated service delivered by our passionate and caring team.

On key retail parks

High quality stores in prime locations.

Online

Showcasing product and a rapidly growing sales platform.



Product

What we do

We offer a wide range of designs and famous brands across our furniture and flooring ranges, all at price points that deliver great value.

Our furniture products are made-to-order and tailored to meet our customers' needs.

Our flooring offering ranges from carpets and rugs to laminate and luxury vinyl tiling. There is something for everyone.

Working closely with our suppliers allows us to target key price points and offer our products at the best possible value.

How we do it

We carefully select our suppliers and source from a small group of specialists, mainly UK-based suppliers, most of whom we have worked with for many years, building strong relationships.

Our size ensures we are key to all of our suppliers, ensuring our customers benefit from our demands for value and quality.

To give our customers flexibility we offer interest-free credit across all of our products.

To ensure our customers purchase the right flooring for their home we offer a free flooring sample service.



In-store expertise

What we do

Across our 100 stores we offer our customers the opportunity to purchase their furniture and flooring under one roof and help to make their house a home.

Our dedicated sales teams are on hand to help the customer choose the right product for them within our large, modern stores.

We provide a free surveying service so flooring customers can be assured that they have ordered the correct size and quantity of floor covering for their home.

How we do it

Our 'home of brands' vision allows our customer to browse our stores and envisage our products in their home, with complimentary furniture and flooring products displayed together.

Trustpilot reviews allow us to ensure we monitor and improve what we offer, and our 'Excellent' rating reassures our teams and our customers that we are doing a great job.

We have fully integrated our in store sales app, nYwhere, into the business to improve the ordering process. We have also added functionality to allow carpet surveyors to complete orders in the customer's home.

“We have a clear vision to be Britain’s best value sofa and carpet retailer.”

Alan Smith
Chairman



Website

What we do

Our store network is supported by our new mobile and tablet friendly transactional website.

With improved computer generated imagery (CGI) of our products and a more efficient checkout process, our website allows customers the chance to browse our products at their leisure and convenience.

We have introduced an electronic ‘contact us’ form to allow our customers to contact us 24 hours a day, seven days a week, at a time and location convenient to them.

How we do it

Our full product portfolio, clear pricing, detailed product information and buying guides ensure our customers have a first class experience, whether looking to buy online or simply using the site to research and view our great products and offers, prior to visiting a store.

We have introduced web-only products as we recognise the needs of our online customers may differ to those who chose to come in store.



Delivery

What we do

We offer a two-man home delivery and installation service for our furniture products, and a full fitting service for our flooring range.

Our delivery teams provide customers with an efficient and friendly service, taking pride in their work and having respect and consideration for our customers’ homes.

Working with our fitting partners our flooring is cut, delivered and fitted to our customers’ specifications.

How we do it

From our nine distribution centres operating across the UK, our delivery teams ensure that customers receive their furniture in a timely manner.

Our two-man home delivery operation uses electronic proof of delivery software which integrates with our core system, giving our teams real-time visibility and improving query resolution.



Customer experience

What we do

We have a dedicated, central customer experience team who have the tools, knowledge and technology to ensure we can resolve our customers’ queries quickly. The team are available to provide assistance seven days a week.

Our team of highly skilled service technicians, and flooring surveyors, are on hand to visit customers’ homes to take care of any issues arising after delivery or fitting.

Our dynamic appointment scheduling system allows us to offer the earliest possible appointment to a customer, which can include a same day service.

How we do it

Utilising contact centre technology and a job optimisation solution, our team is able to manage customer enquiries and our service technician appointments. These appointments are scheduled to give the shortest possible wait times, ensuring that our customers benefit from an efficient service.

Our service technicians benefit from support tools which allows them to electronically submit high quality, media rich reports which means that our aftercare team can respond quickly to their recommendations and we can feedback to our suppliers to ensure product quality continues to improve.