



Vision for 2017 & Beyond

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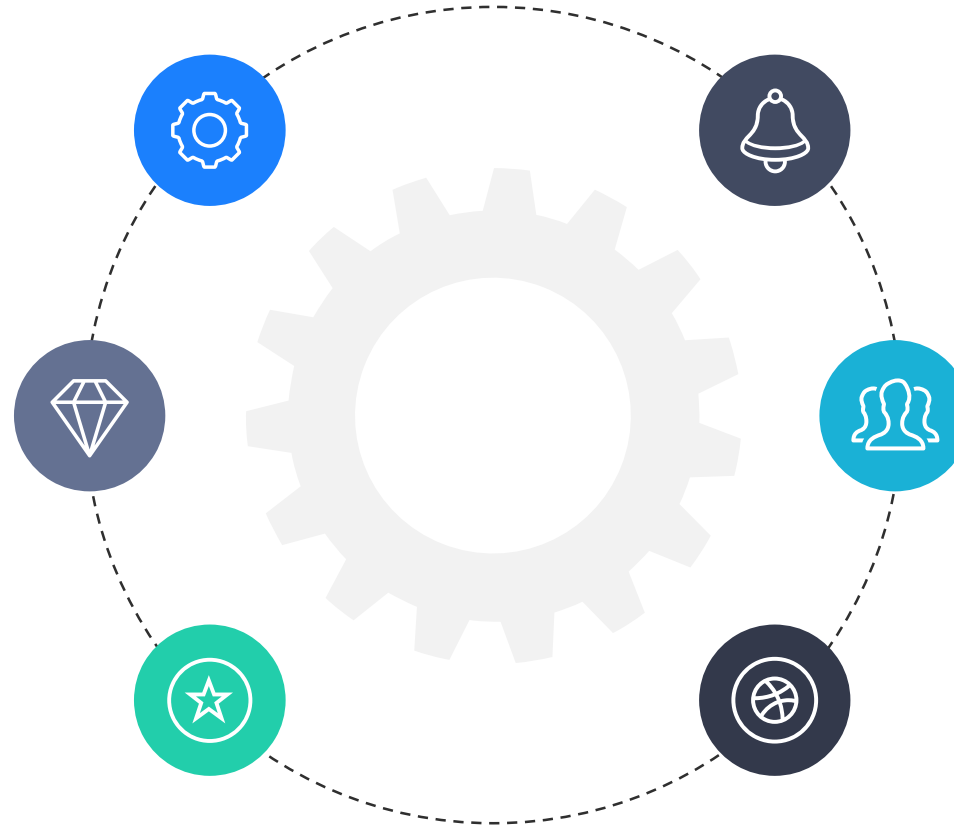


Vision Overview

★ Changes in the market
Current situation and challenges in Los Angeles

★ Changes in Universal
Hardwood
*Our roadmap to expanding our dominant
marketing position and revamping our business
model.*

★ From B2C to B2B
*Tightening our niche and optimizing our target
market to increase profitability.*



★ Omnichannel and Online Presence
*Become a customer centric to improve their
experience and develop our sale channels*

★ Staffing Vision and Automation
*The team members we need to expand our
growth trajectory and how to use automation
to increase profitability going forward.*

★ Marketing Plan
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Changes in the market

Changes in the market

Fact:

“ Low-margin big box stores and e-Commerce sites are cannibalizing the ultra-price sensitive B2C market.



Fact:

“ Los Angeles traffic is now so congested that foot traffic is dropping.



Los Angeles Times

SEARCH

CALIFORNIA | U.S. & WORLD LOCAL ENTERTAINMENT SPORTS POLITICS OPINION MOST POPULAR PLACE AN AD

No surprise here: Los Angeles is the world's most traffic-clogged city, study finds

In Case You Missed It

- Six women accuse film Brett Ratner of sexual harassment or miscond... 6:00 AM
- Police kill parent who teacher hostage at elementary school, ending tense s... 9:05 AM
- Dodgers' Hill takes tin pitches to let fans boo Gurriel OCT. 31, 2017

[See More](#)

L.A. traffic – it's the worst. (Luis Sinco / Los Angeles Times)

By **Associated Press**

FEBRUARY 20, 2017, 7:45 AM

When it comes to getting stuck in traffic on the way to and from work, Los Angeles leads the world.

Drivers in the region spent 104 hours each driving in congestion during peak travel periods last year. That topped second-place Moscow at 91 hours and third-place New York at 89, according to a traffic scorecard compiled by Inrix, a transportation analytics firm.

The U.S. had half the cities on Inrix's list of the top 10 most congested areas in the world and was the most congested developed country on the planet, Inrix found. U.S. drivers averaged 42 hours per year in traffic during peak times, the study found. San Francisco was the fourth-most congested city, while Bogota, Colombia, was fifth, Sao Paulo ranked sixth and London, Atlanta, Paris and Miami rounded out the top 10.

Being stuck in traffic cost the average U.S. driver \$1,400 last year and nearly \$300 billion for all drivers nationwide, Inrix said.

Fact:



B2B partners are sending deals that are:

- Less price sensitive
- Greater in revenue
- Lower cost to service





Case Study: Four Seasons Lanai

- Deal for Ellison, hotel owner
- Low cost to service
- Quick decision
- \$350,000 total



Changes in Universal Hardwood

Changes in Universal Hardwood

2 Major changes

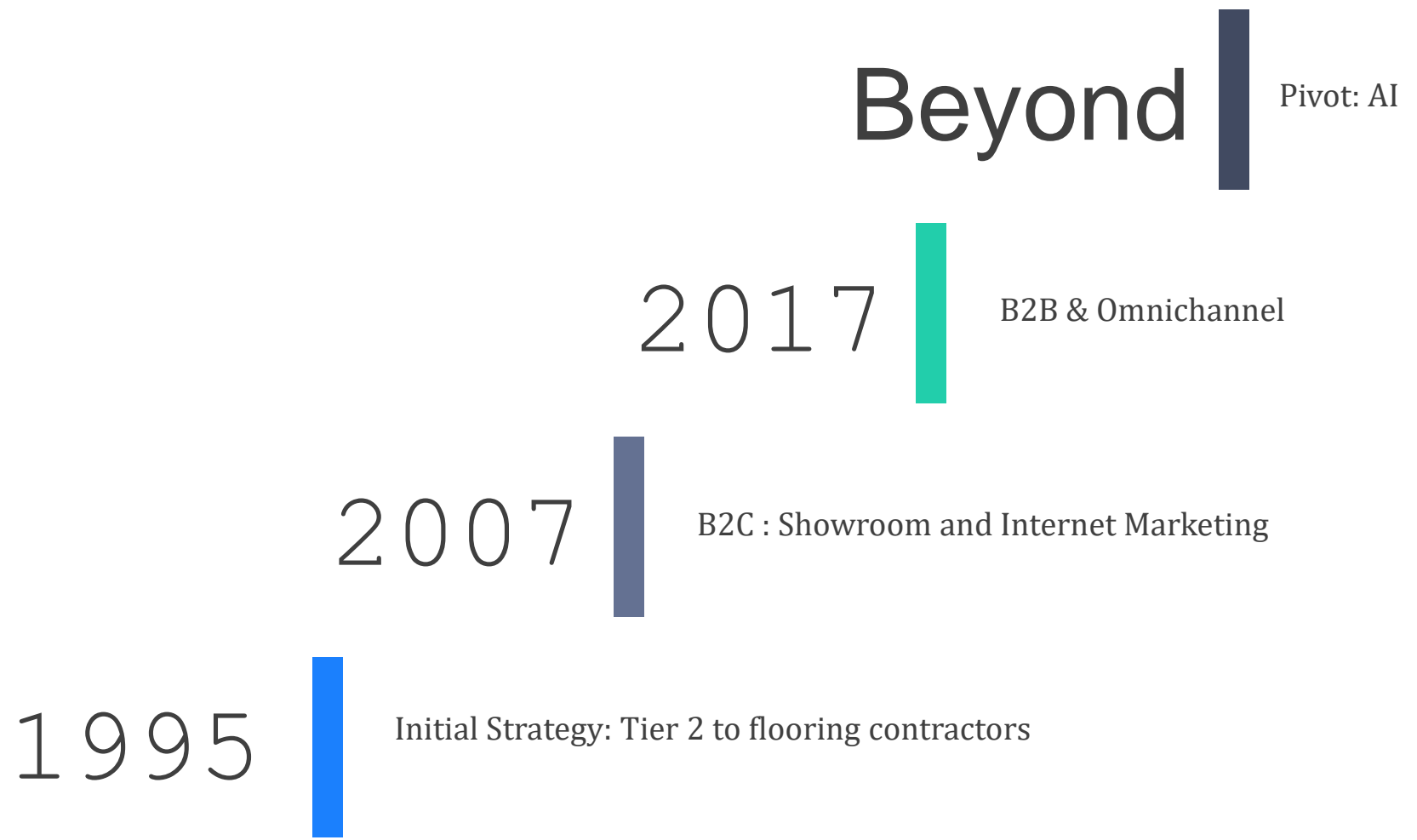
To survive and thrive, Universal must make two strategic pivots

Partner with
LA's top flooring
brands

B2B

Brick & Mortar
Retail + ecommerce
+ Affiliate Marketing
w/partners

Omnichannel





From B2C to B2B

From B2C to B2B

Meet Mr. Jenkins

Home owner – Remodeling his home

Visits the store 3x

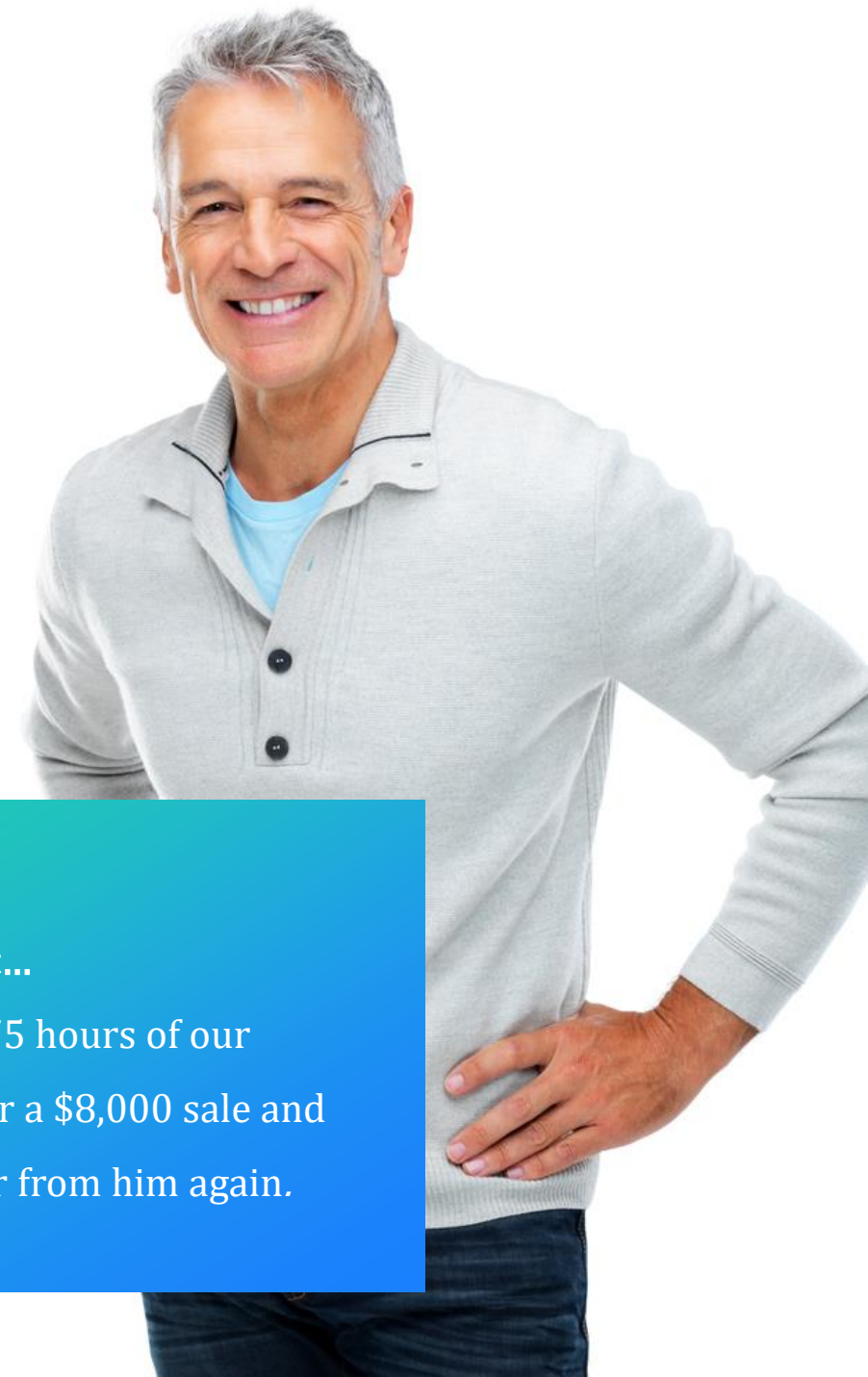
Sends 5 emails

Calls twice to haggle over prices



The net result...

Consumes 4.75 hours of our staff's time for a \$8,000 sale and we never hear from him again.

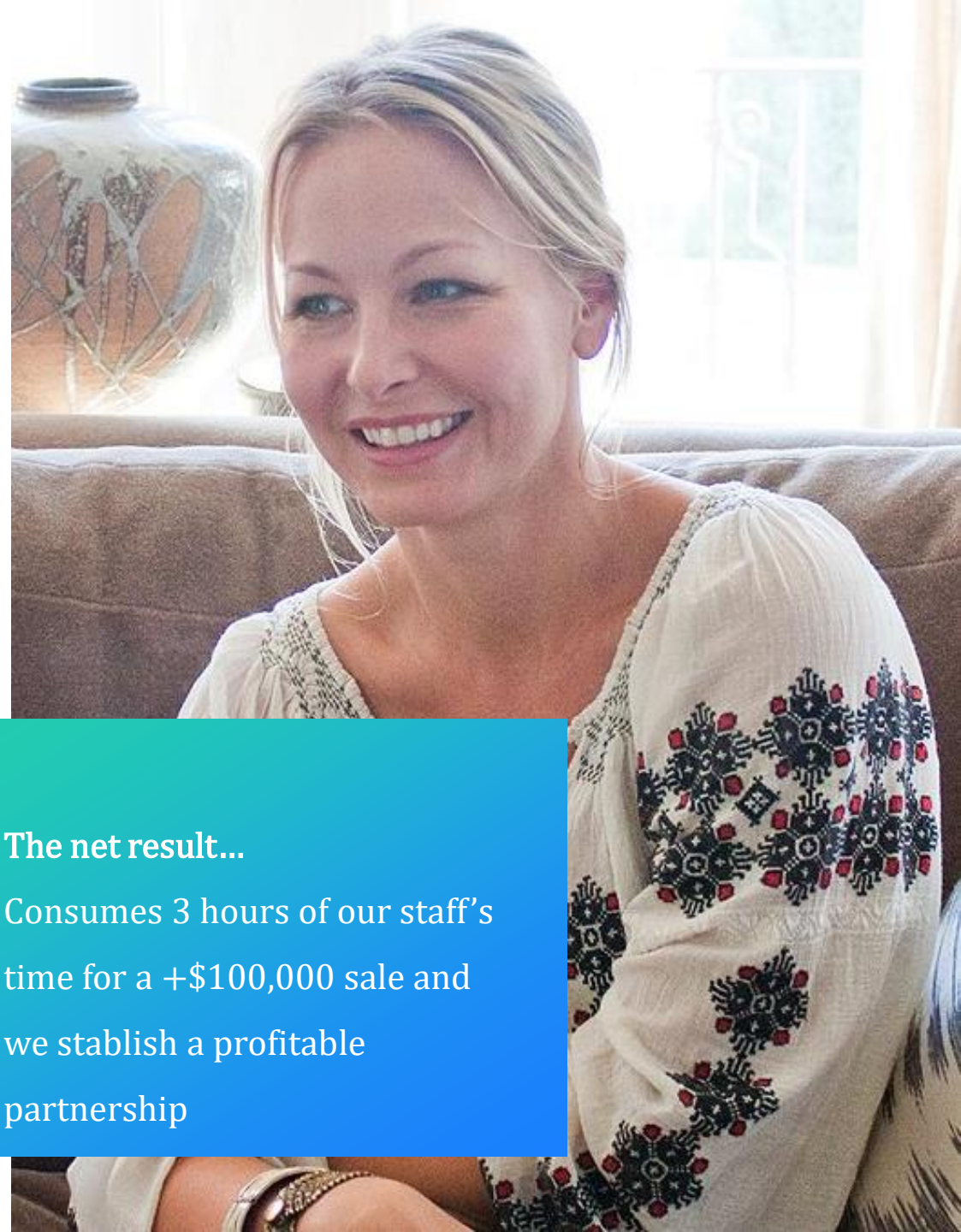


Meet Wendy Haworth

Well known interior designer – working on a project

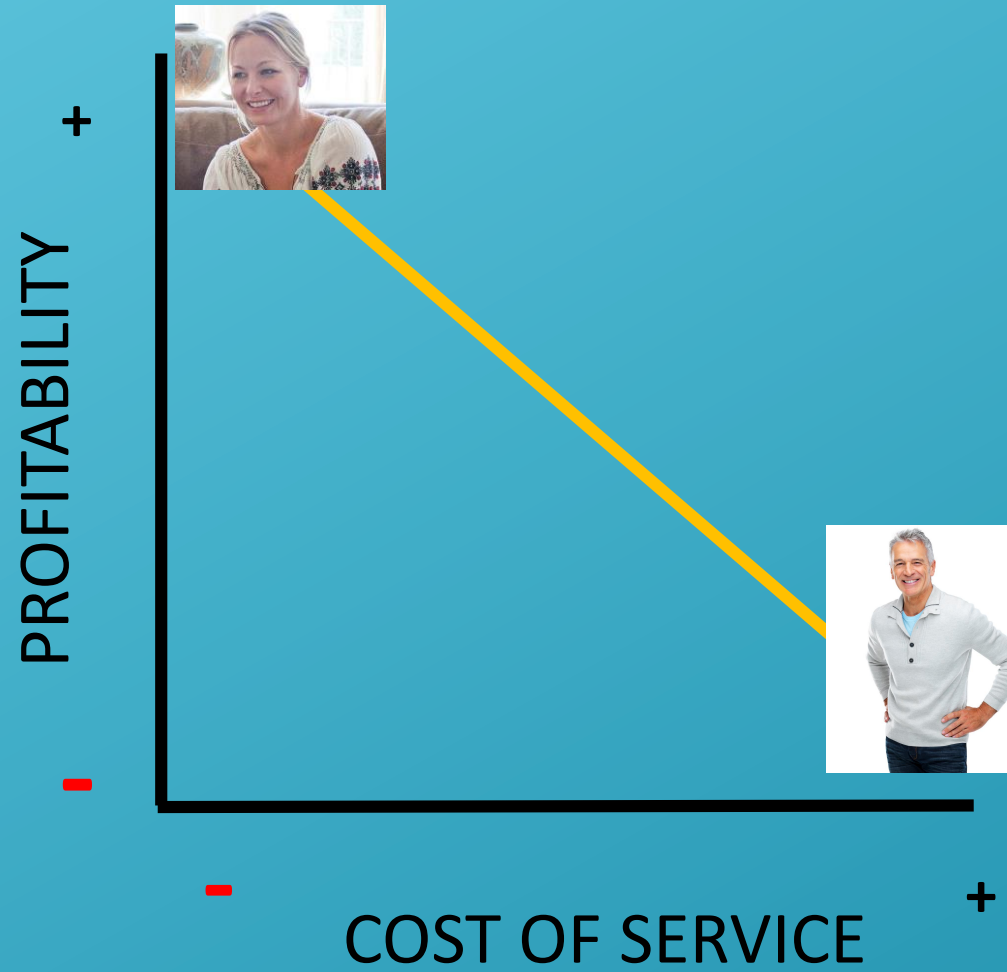
Visits the store with specific needs

Defined Price



The net result...

Consumes 3 hours of our staff's time for a +\$100,000 sale and we establish a profitable partnership



Additional Advantages

- Media Exposure and referrals
- Repeat Business
- Larger salesforce at a lower cost (Affiliate Model)





Business to business strategy



24/7 Showroom

Our B2B partners will gain access to their own sample showroom, providing 24-7 access to UH's inventory



Co-Marketing

Co-branded webinars, email marketing, content swaps and other programs provide mutually beneficial outcomes.



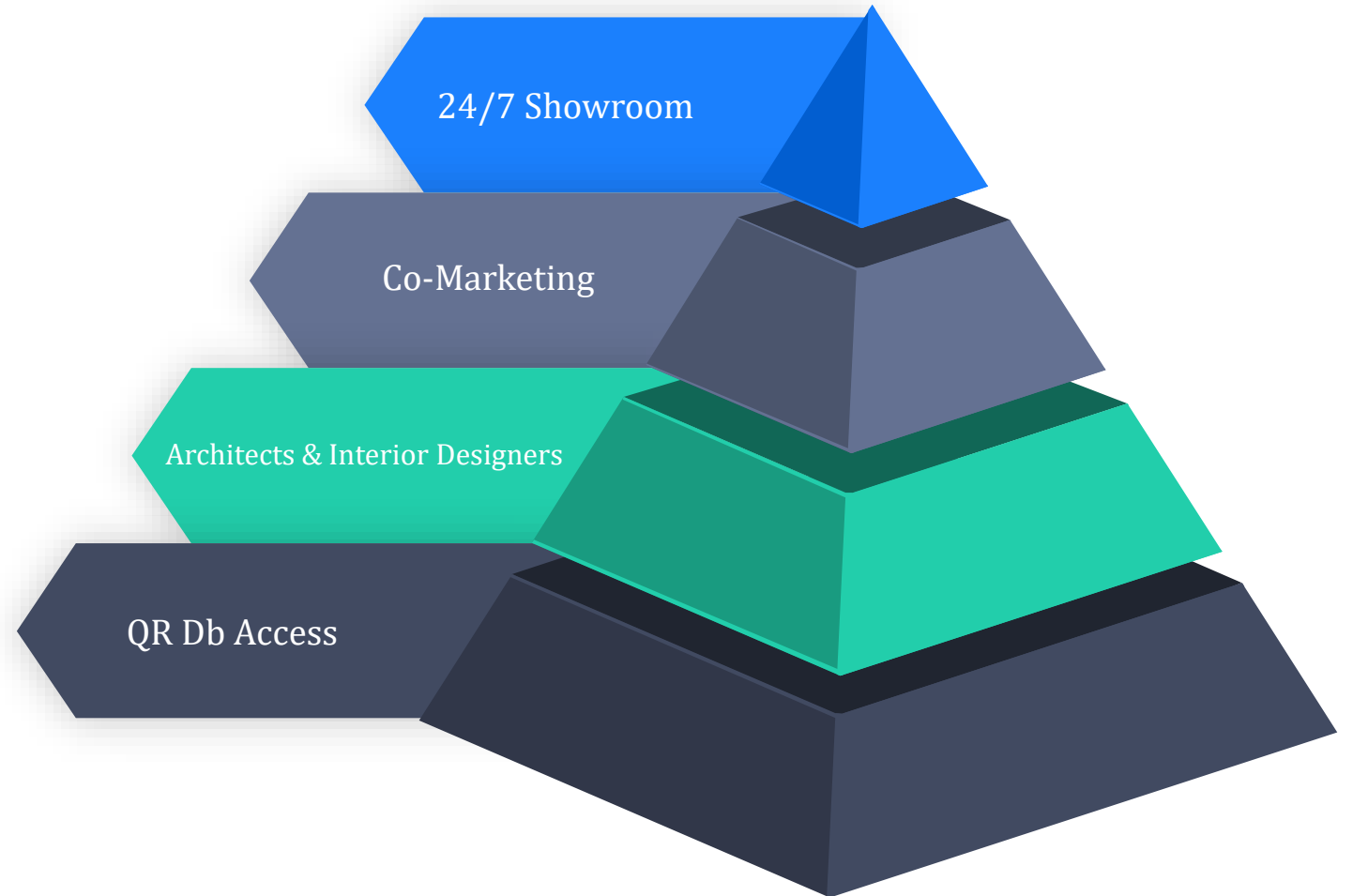
Architects & Interior Designers

Partners will gain access to VIP-level deals. In return, B2B partners will be more likely to refer business to UH.



QR Db Access

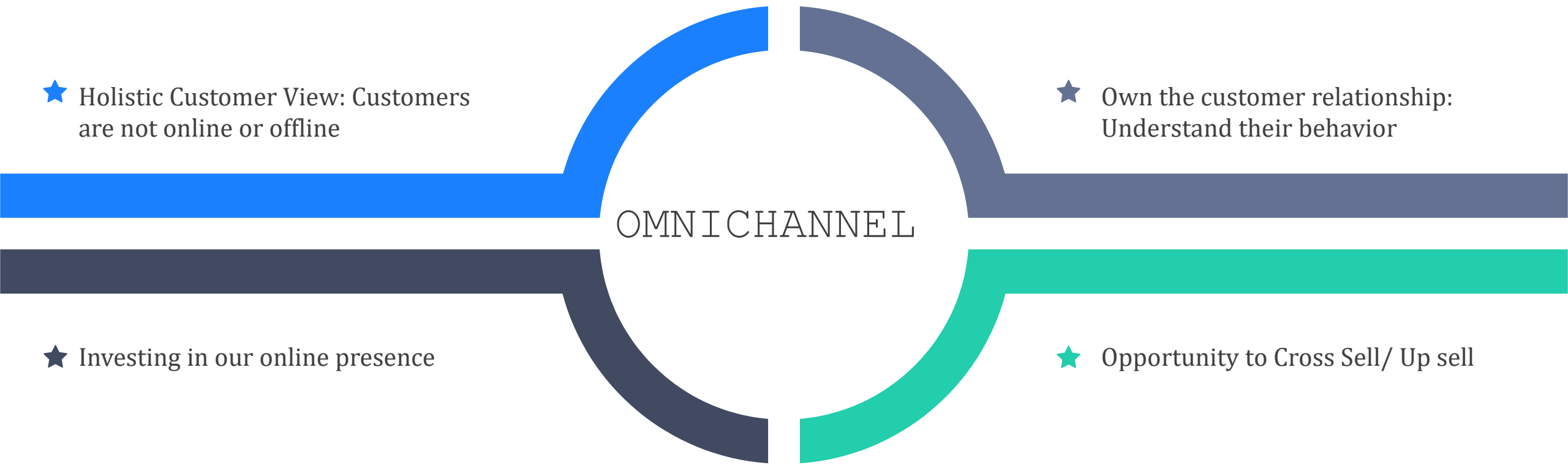
Our proprietary online sample inventory will help B2B partners provide better service, thereby increasing loyalty to UH





Omnichannel and Online Presence

Omnichannel and Online Presence



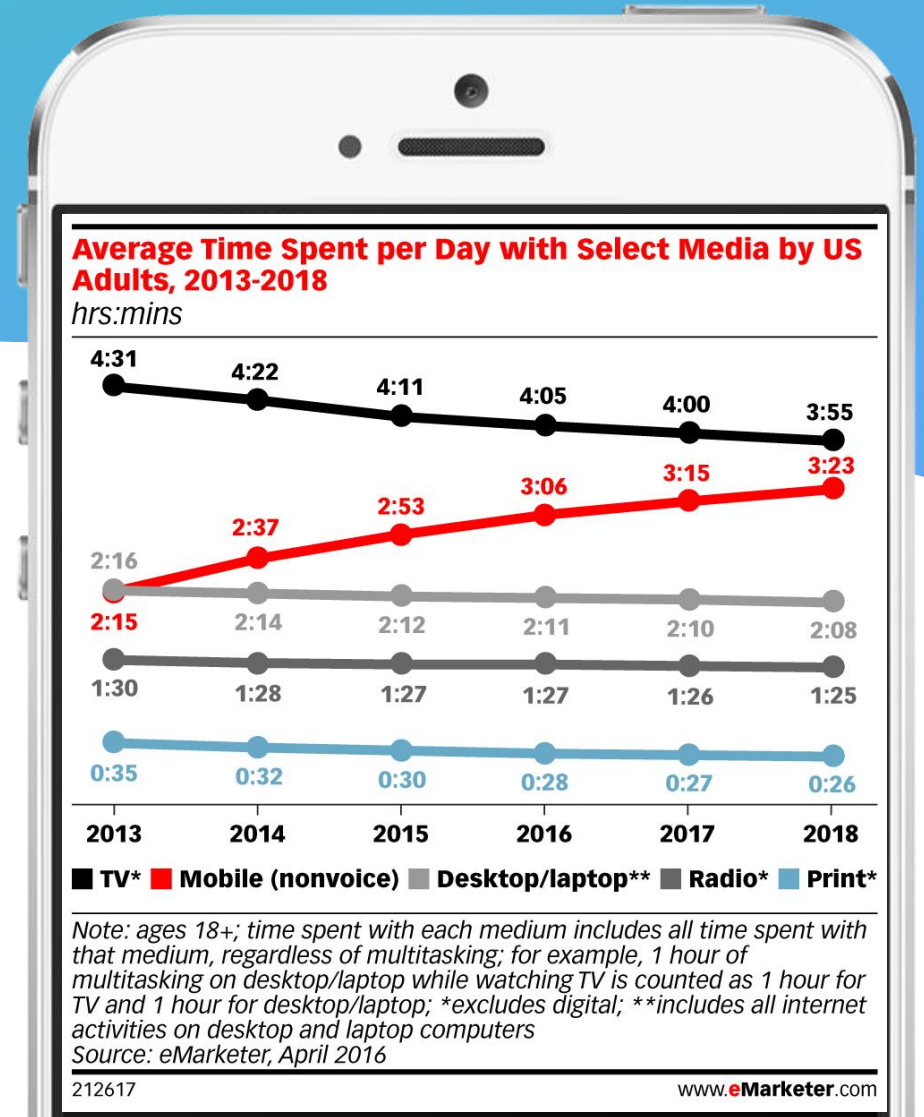
Online Presence

UH has a physical location, but needs to push its online presence and integrate it with the store

The time customers spend on their mobile phones represents a massive cultural shift.

Interact with customers on real time.

Easier to obtain customer metrics and analytics



Ecommerce is the future of retail business

Develop a strong e-commerce presence on Shopify & Amazon

- Open up customer base across the continental United States
- Leverage their back-end support
- Provide Value-Added services (Amazon Home Services) to increase presence on the platforms
- Use platforms to support development of B2B model

Formulate a strong SEO action plan by using strategic keywords

Shopify: Best platform for a basic entry to an ecommerce site.

Dynamic, programmatic ad scheduling will allow us to expand visibility for UH across Google, Bing, Yahoo, and more.



SWOT Analysis

S

- Lean, agile, and highly automated pipeline
- Private label QR inventory system
- Premium segment flooring
- Management support

W

- e-commerce Market
- Virtual Workforce availability
- Development of AI & Automation technologies
- Affiliate Marketing opportunities

O

- Lack of focus on B2B growth opportunities.
- Quoting process is inefficient
- High operational costs in LA

T

- Competition from liquidators and low cost competitors
- Sales force retention

SO – Focus on customers in LA interested only on premium flooring products

WO – Develop an Affiliate Marketing strategy to promote B2B model

WO – Maximize use of virtual teams for back-end office work reducing operational costs

OT – Develop automation for repetitive tasks to compete with low cost competitors

ST – Promote E-Commerce presence reducing the need for dedicated sales staff



Staffing Vision and Automation

Staffing Vision and Automation

Automation & AI

“Automation of back-office work reduced related SG&A costs by at least 40%”

Tools like Zapier, Asana, Slack, Trello, and Infusionsoft have allowed Universal Hardwood to :

Create additional sense of accountability

Improve communication

Minimize oversights by staff

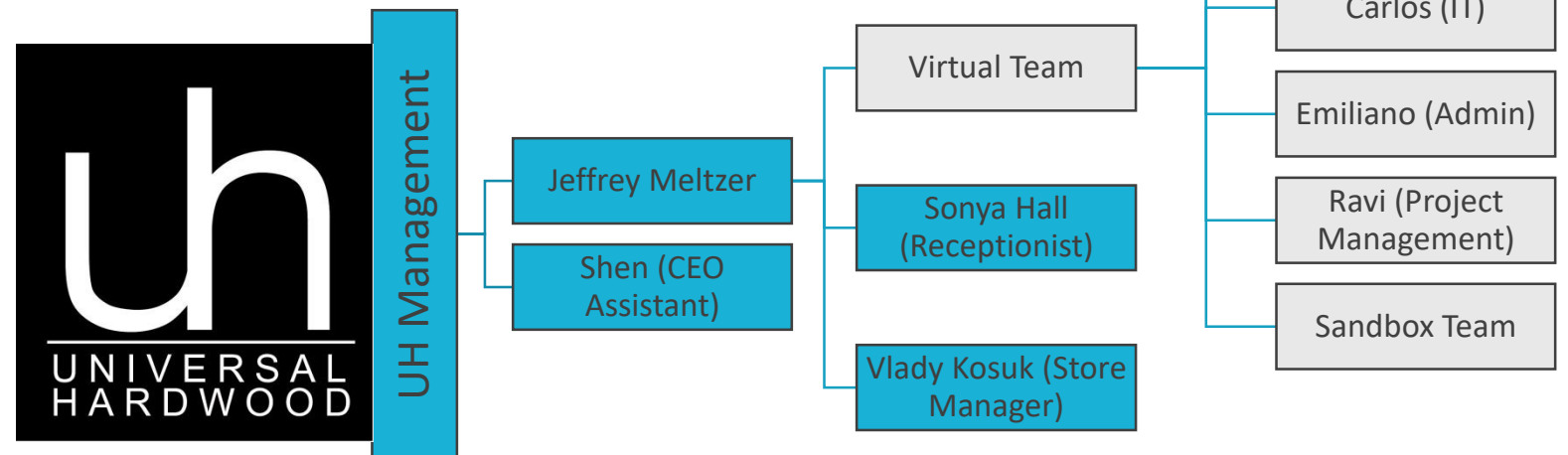
Increase productivity.



Virtual Team

The development in communication technology has brought access to untapped and low cost labor in developing nations

- Use on as-needed basis
- Subject Matter Experts available on almost all topics
- Better accountability
- 24/7 availability with team spread around the world
- Minimal G&A costs



Our Virtual Team



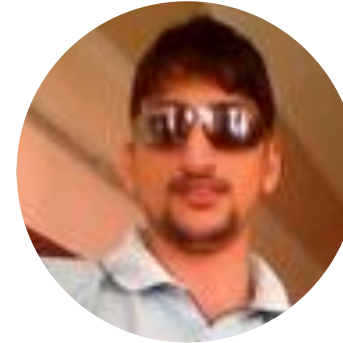
Ravi Chitrabhanu

Philadelphia, Pennsylvania
A certified project management professional with more than 14 years of engineering experience in defense, Pharmaceutical and Industrial Manufacturing industries.



Emiliano Tatan

Merida, Mexico
Marketing major and brand developer. Rising Talent Upwork freelancer. 6 Years of Marketing and project management experience. UH team member since 2017



Sunil Kumar

Bilaspur India
QR Inventory Database, Sales Operation, CRM database (Infusionsoft), Update QR Sample Inventory in NCR Counterpoint, Assist IT Manager.

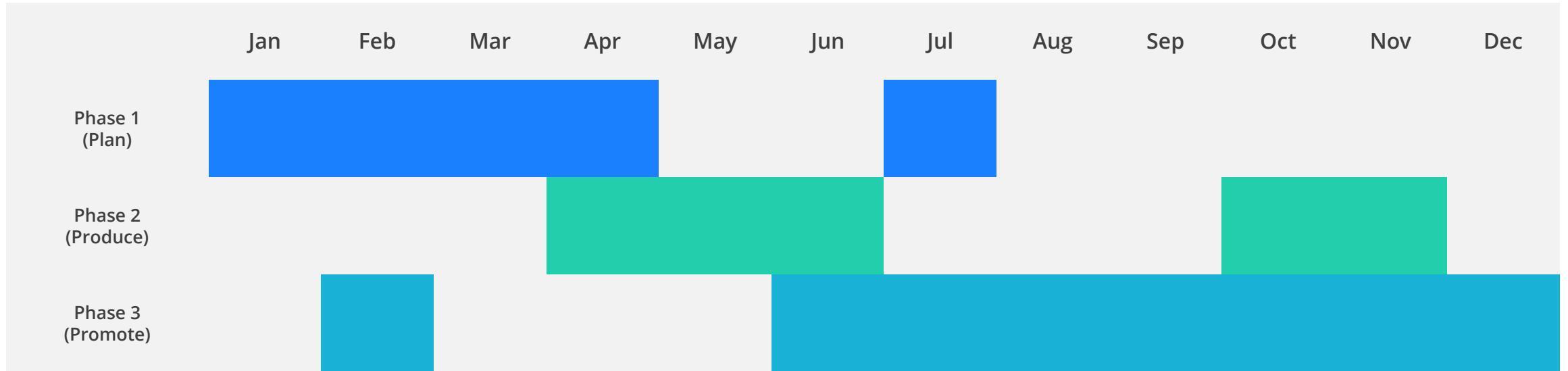


Marketing Plan

Marketing Plan

Project timeline

Please write your great title is here



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