

STRATEGY MAP 2017

Our passions build & maintain a unique culture.
We will defy anything that harms that culture.

BELIEFS

WHY

Comfort for All

HOW

Delivering Unexpected Awesome

WHAT

Revolutionizing Affordable Lifestyle Products

GUIDE

We Deliver Comfort for All by :

- Designing affordable products that put comfort within everyone's reach.
- Creating a great workplace where our Ambassadors can thrive.
- Minimizing waste to lessen our impact on the world.
- Investing 10% of profits back into the community.

We Deliver Unexpected Awesome by :

- Engineering awesomeness from the product core to the factory floor.
- Sneaking in bonus design elements that surprise and delight.
- Confounding our customers with unbelievably affordable products.
- Building an infectious culture of passionate and empowered people.

Our Brand Promise

Making your world a more comfortable place



WHO WE ARE



DRIVERS

BHAGS

(Big Hairy Audacious Goals)

- **The #1 Brand in Furniture**
- **CR Product in Every Home**
- **Fortune 1000 Company**

3-5 Years : How WE DO WE!

We will continue to design products using our M.O.D.E. standards

- Marketing**
product plan that guides
- Operating**
quickly and efficiently
- Designing**
playful products with modern flair
- Engineering**
the fantastic, infusing ingenuity and imagination into everything
- Every good plan needs a plan. We will create one to grow into a new market outside of North America.
- We will honor our successful model by resisting the lure of selling directly through company-owned, brick-and-mortar stores.
- We respect others' brands, we just won't license them on our products.
- We will focus on building our own brand by phasing out private label partnerships by 2020.
- We believe in our proprietary materials: Fuf, Ultimax, and Orahh. We will capitalize on their awesomeness by only developing and investing in our existing platform.

2017 : How WE DO WE!

- We have no doubt that our kickass product development process is our secret sauce.
- We provide extensive market testing and analytics to inform our retail partners and set them up for success.
- We go big or go home, committing to volume orders and accepting no less than 1000 units by SKU annually.
- We delight and charm our customers, growing our current and future base and creating evangelists along the way.
- We limit our sales to North America, unless we can ship a finished product from our factory that features our labeling.
- We have the discipline of a Tibetan Monk. We expect from ourselves a clear focus on quality, consistency, and production planning.
- We use lean principles and that same monk-like focus to eliminate ALL waste.
- We listen to and act on customer feedback, identifying trends and opportunities during our monthly reviews.
- We travel the world (including the USA) to find partners who can help us with sourcing options.

SUCCESES

