

Case Study – Retail Furniture & Accessories

Background

A regional furniture retailer with multiple locations and more than 45 years in business had experienced several years of declining store traffic and decreasing sales. Once a top regional brand, they had slipped out of the market's awareness in spite of heavy advertising on television and the web. Sales figures had steadily declined, with monthly declines of 30% compared to previous years. Their situation had reached critical levels, and the company's owners were considering drastic reductions in hours and staffing in order to address their losses.

They asked Altyris to evaluate their situation and provide help reversing losses. Their specific objectives for Altyris were to: (1) rebuild their brand, (2) increase store traffic, and (3) improve sales and profitability.

Actions

After carefully evaluating the client's market and competitive situation, we developed a marketing and advertising strategy, and created a comprehensive tactical program of recommended changes to their brand identity, marketing activities, advertising, media, store design and sales.

Our team implemented the recommended program in phases during the next year. Specific actions included: updating the client's brand identity, launching new and innovative marketing programs, creating new advertising and promotions, restructuring their media mix to expand advertising into new media outlets, creating new advertising and promotions campaigns, creating new store signage, re-designing their anchor store exterior, revising their promotional calendar, and updating their sales process.

Results

The client's sales decline was stopped and sales began increasing within the first quarter. In the first year their sales grew by 83%, brand awareness improved by 73%, and store traffic was up more than 40%. Monthly sales increased an average of 30%, with individual months increasing as much as 51% compared to the previous year.

Changes to their marketing and brand message elevated the store's brand identity to one of three most recognized and respected brands in the region. Annual sales grew by more than \$2.4 million over the next three years, and the company expanded by opening a new store (the first in more than 35 years) in a new area within their market.