

Educational Outfitters of New Hampshire

*“The Educational Outfitters
Advantage”*



Educational **Outfitters** 



Educational Outfitters

INTRODUCTION



Background:

- Owners: Kerstin and Michael Apfelberg, Nashua, NH Residents; Considerable corporate, small business, and community experience specializing in management, operations, and customer service provides us with knowledge to operate a complex business model. Business established in 2006; Store Opening May 2007.

Objective:

- To provide a locally owned, service based operation for the sale of private school merchandise. Including all apparel and supplies.

Vision:

- The best school Uniforms, the VERY best service, and local owners and employees who care.



WHY Educational Outfitters?



EO- New Hampshire is part of the only National School Uniform Franchise Company in the United States.

EO- New Hampshire has direct access to all major uniform suppliers at preferred terms. Top tier suppliers include Royal Park and School Apparel.

EO- New Hampshire aggregates its purchasing volume with all other Educational Outfitters to secure the deepest discounting available from its suppliers. Most new operations would require a purchasing history of 5 years or more to establish the levels of pricing and financing terms.

EO- New Hampshire and other EO stores in the US can share and balance inventory across all stores to address emergency orders and shortages, reducing the need for a new "run" by the uniform manufactures or special orders.

EO- New Hampshire benefits from proven retail operating practices established by EO corporate. The entire operation is based on SERVICE and commitment to the community.



Educational Outfitters New Hampshire



EO- New Hampshire Store Year 1 and 2

Largest New Hampshire uniforms store!

- 6-7 dressing rooms
- Appx 3,000 square feet
- Onsite embroidery, heat press
- Maintain appropriate inventory levels for best service
- Peak-time staff to assure personalized service
- 24 hr alteration services during peak-times



Typical EO Store



Educational Outfitters

How do we stack up??



	<u>Educational Outfitters</u>	<u>Harvey</u>	<u>JB Edwards</u>	<u>Donnelly's</u>	<u>Flynn</u>	<u>Land's End</u>
Local year round store fully stocked						
6+ dressing rooms						
On-site embroidery and heat press						
Alteration services						
National affiliation						
Local owners						
Year-Round Retail Store Hours						
School donations						
Full year warranty						
Lowest prices						
Convenient Location						



Survey shows very important to parents purchasing uniforms

Pricing

Our Competitive Pricing Only Complements the Educational Outfitters Involvement with the School Communities We Service.

Typical pricing averages 5-10% lower than the uniform competition.



As Partners Educational Outfitters Pledges to Maintain Competitive Pricing and Discounts for Parents Based on our Franchise Buying Power.





Pricing



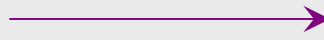
In addition to our regular competitive pricing, Educational Outfitters offers:

1. Discounts in June and December : 10% off all merchandise
2. Staff discounts for all school faculty : 15% off year round
3. Discounts for e-mail subscribers : Special coupons
4. Special packages for new students : Additional 5%
5. Discount on group orders : Teams, Classes, Clubs

School Donations



3-5% Of Net
Sales



Your School

- Additional donations include silent auctions, Mothers Clubs and sponsorship of school events.
- Net sales includes any CustomLogo sales by parents!
- Educational Outfitters wants to earn loyalty, not buy it!



Educational Outfitters Core Beliefs



- **Better Service**

- Personal sales staff knowledgeable in each school's requirements.
- Staff experience helps each student obtain a proper fit.
- Opportunities, problems and decisions handled immediately by local franchise owner.
- Full service exclusive internet site for each school plus pricing catalogs.
- Goal is 97% stock availability with 1 week replenishment.
- School delivery as necessary.

- **Better Quality**

- School Apparel and Royal Park lead the industry in school apparel quality. One year performance guarantee on all garments.
- All ordering is performed real time from supplier websites, speeding delivery for parent fulfillment.
- 100% guarantee on all alterations and embroidery.



Educational Outfitters Core Beliefs



- **Better Value**
 - Franchise buying power from 30 stores allows EO to offer very competitive pricing.
 - Marketing donations are based on total annual net sales for each school.
 - Parent discounting for early summer purchases and year around staff 15% store discounts.
 - Apparel returns allowed with full refund within 60 days of purchase.
- **Better Stores**
 - Provide an upscale, clean, customer friendly store with easy access and adequate parking.
 - Open six days a week year-round. Extended summer hours including Sunday hours during August.
 - Offer on-site embroidery, flocking and silk screen printing.
 - Provide 6+ dressing rooms for little or no wait access during peak season.



Educational Outfitters - Additional Services



- **FUNdraising**, an innovative approach to raising money while enhancing school branding.
- **EO Athletics and Spirit Wear**, top of the line athletic apparel for all team sports, cheer uniforms, and any other items necessary to promote school spirit.
- **CustomLogo Outfitters**, as a member of the Advertising Specialty Institute, we provide apparel and promotional items for school special needs. We have access to over 300,000 specialty items with one week service.



Educational Outfitters Partnership?



- The Educational Outfitters team truly believes we will astound your parents and staff with the same service and low costs we have provided our current customers with.
- We believe that to create loyal customers who love our company and love to do business with EO we must treat them better than they expect!
- How can we move forward to become your school uniform supplier of choice?

