BENTLEY PRINCE STREET

Bentley Prince Street Online
Rug Program Project Plan
12-06-2005

Prepared for:
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Schedule

Date	Deliverable
Dec 14, 2005	Set-up Staging and Production Server and Install All Software
Dec 21, 2005	Site Sketches delivered to team
Dec 23, 2005	Review Site Sketches
Dec 30, 2005	Rough Draft of Site Copy Overview Docs, SKUs, and SKU Photography Delivered
Jan 6, 2006	Send Out Staging Link To Begin Site Review
Jan 11, 2006	**BETA RELEASE** - Code Freeze (No More Features Will Be Implemented) Only Bugs Will Be Fixed From This Point Forward Begin Testing Site Coordinate getting the rug store link on the BPS corporate site
Jan 13, 2006	**ALPHA RELEASE** - Final Site Review
Jan 16, 2006	**COORDINATED PUBLIC SITE LAUNCH**

Change Log

Date	What was changed?	Author
Dec 6, 2005	Project Plan Draft 1	Kevin Puleo & Adreanne Radonich

Bentley Prince Street Rug Program

Project Overview:

Introduction

Bentley Prince Street (BPS) wants to provide a complete technology solution for http://www.bentleyprincestreet.com. The new BPS online presence will be an eCommerce enabled site where customers may browse, learn about, and purchase custom configured rugs. This solution will be comprised of software licensing and systems development and integration services that will result in an integrated e-business platform. The main objective of the "Shop for Rugs" section of the site is to promote and highlight products from BPS and give large account representatives an option for bringing BPS carpet into their own homes.

- Target customers are current and new customers – mainly partners/affiliates, designers, dealers and trade professionals
- The goal is to create an online purchasing process to drive more product sales
- Accessibility of information essential to establishing and maintaining long-term customer relationships – all product and purchasing information needs to be easier and more streamlined to access

Phase One - BPS Rug Program Launch

The first phase will include establishing a new section of the BPS website that promotes this Rug Program. This portion of the website will facilitate online service and ordering technology, an e-commerce platform, streamlined product catalog management, a platform for sales force automation, business-to-business and business-to-customer communication.

BPS Requirements and Objectives

Project Objectives

- Create a state-of-the-art scalable ecommerce enabled website for BPS
- Achieve sales growth and awareness
- Enhance the perception and "coolness" in the design community
- Increase revenues by capturing new business and smaller business opportunities that are presently unavailable or too costly to support
- Enhance the company's ability to evolve rapidly as an e-business
- Increase the marketability of BPS products using more intuitive business communications tools
- Streamline the BPS website and make the Rug Program section easy to find and use

Business Requirements

e-Commerce Solution

BPS requires a reliable technology platform in order for the company to conduct business on the Internet. To meet the aggressive time frame for website launch, a stable ecommerce solution will be

developed, tested, delivered and implemented. This e-commerce system will enable BPS and its customers to:

1. Merchandise
   a. Cross sell
   b. Up sell
   c. Special Offers – Discounts, Sales, etc.
   d. Database driven catalog
2. Select and purchase rugs and samples using
   a. Established accounts online
   b. Through sales staff (email, phone, fax)
   c. By securely accepting credit or debit card payments over the Internet
3. Create an BPS customer account allowing for
   a. Saved baskets
   b. Personal account information
4. Supply robust reporting tools to BPS employees
   a. Pending orders
   b. Shipped orders
   c. Site statistics/Traffic
   d. Sample vs. Product order reporting
5. Customer Service Tools
6. Supply Chain management
   a. Warehouse inventory
   b. Fulfillment
   c. System Updates
7. Designers/Resellers/Dealers can sign up and gain access to BPS' designer center for special discounts and more

Back Office Integration

The development team will work closely with Interface IT staff to develop the necessary software modules to accurately extract the enterprise data from existing data sources such as the Interface AS/400s, Lotus Domino and Notes servers, SQL databases, and hierarchical file systems of documents and images.

Systems Integration and Project Management Services

The professional services team will commit to managing all aspects of the project as specified herein. We will ensure timely development and integration of all software modules, including the necessary product and data customizations. Additionally, contributions will be made to all strategic considerations commensurate with launching the e-business initiative.

Operations

Sales Support/Customer Service

Bentley Prince Street will staff an internal customer service/sales support group. The Customer Service Representative's responsibility is customer support from in-bound email and phone requests as it pertains to general operations issues. Some example requests may be missing shipments, missing parts, defective merchandise, site help, etc. The Sales Support Representative's responsibility is customer support from in-bound email, mail, and phone requests as it pertains to product specific issues. Some example requests may be order taking and entry, shipped order follow-up with

customer, suggestive ordering, etc. If necessary, a web-based HelpDesk software package will be implemented with staff training included to help smooth this process.

Orders and Fulfillment

Sales will come from two points of contact: web and phone.

Designer/Reseller
A dealer/retailer may contact BPS and become a "reseller" to BPS at BPS' discretion. When the reseller becomes part of the BPS family the reseller may gain access to special product pricing, special products available to no one else, and marketing/sales materials produced by BPS. When the reseller logs into the BPS site they will be re-directed to their "My Account" section. Here they will have access to the sales and marketing materials. As the reseller navigates the site for various products they will also be given special discount pricing. They may also order using purchase orders.

International
BPS will NOT allow for Int'l ordering and shipping although a potential customer outside of the continental US may contact BPS and place an order at BPS' discretion.

Payment Methods
It is important to note that BPS will accept credit cards only – no other method of payment will be accepted on the Bentley Prince Street website. Discounts will be offered via web coupons.

Shipping and Taxes

Interface has existing shipping partnerships that may be leveraged for BPS. At this point there will be a flat shipping rate for all products, depending on the size of the rug. Exact shipping numbers have not yet been determined. All rugs will be shipped rolled and placed in a bag.

Returns

BPS will not take any returns, although returns will be inevitable. BPS should do its best to limit returns through marketing copy, shipping alerts at checkout, and samples. When returns are received, a custom color number will be established for the product, along with a bill of materials that make up the rug. Accepted returns will be offered for sale through the site at a discount.

Integration and Development

Hosting and Servers

Hosting possibilities include integrating with Interface Inc.'s existing hosting solution. The Interchange eCommerce Platform requires a server with the Linux Operating System installed. Interface, Inc. will host the Bentley Prince Street site at DataReturn and will monitor the traffic. If and when performance from traffic becomes an issue, they may move Bentley Prince Street to it's own server box. Until then, the BPS website will share the same server as InterfaceFLOR.

Interchange (IC) eCommerce System

BPS requires a reliable technology platform to enable the company to conduct business on the Internet. The team will develop, test, deliver and implement an e-commerce platform initially using Interchange (IC) to facilitate commerce. IC runs on a Linux server and can be accessed via a

password protected web site by any authorized BPS employee. The site's administrator may further limit access to BPS employees by creating users and groups with varied permissions. Two components are required to augment IC in order to begin taking web payments:

Merchant Account

BPS currently has a merchant account with a credit card transaction processor plug-in such as Authorize.net. Once the paperwork has been updated, the merchant account will be ready for use.

SSL Certificate

An SSL certificate is required in order to have secure encrypted transactions. The certificate may be acquired through Verisign.

Overview of the Interchange System Highlights
- BPS Administration
  - Credi Card Payment Options
  - Permissions Based Employee Access
- Customer Administration
- Orders Administration
- Items and Merchandising Administration
- Reporting
- Content Management

Creative and Marketing

Creative Brief

The Creative Brief helps you to focus your thoughts and to strategically analyze the best method of approaching a communications problem. It is a planning tool that should be used every time you create a new product name, presentation, seminar, event, brochure, newsletter, video, or even a business card. The creative brief is a comprehensive document that helps you analyze and strategize, and crystallize your thoughts before writing copy, formulating a creative strategy, or starting design work. It is a formalized planning tool against which the success of your programs can be measured. The Creative Project Brief ensures that the piece to be created will hit the mark and meet the project objectives.

What is the Role/Purpose for the Web Site?
To be an online destination for existing and new customers so that they can shop for custom rugs and purchase online.

Who is the Target Audience?
Interior Designers – 25–50 years old, web savvy
Rug Dealers – 25-50 years old, web savvy
The general public (fall out of the above two target audiences) – 25–60 years old, web savvy

What Are Their Motivations?
Interior Designers/Resellers/Retailers
Peer recognition, visual satisfaction, creativity, a need to be knowledgeable, providing value-added solutions

What do They Think Now?
"Trying to find the perfect rug for my needs is such an arduous process. With so many vendors and locations, I just don't have the time to look. I wish there was one place I could go online to make it happen with a company I know and trust."

What Do We Want Them to Think?
"Bentley Prince Street makes my job of finding a rug easier by bringing their innovation and creativity to the online space. Finally, a company that really understands me and my design needs."

Why Should They Think This Way?
Complete care for my rug – from creation through delivery and customer service.
- Experienced personnel
- Reputation for quality design and excellent service
- Part of a recognized family of proven companies
- Part of a history of innovation and leadership

What is the Single Most Important Thing We Want People to Take Away from Our Web Site?
"I can buy a custom/designer rug from a company that I trust without leaving the comfort of my own home."

One-Word Summary
Convenient

What is the Brand Strategy We Want to Project?
Bentley Prince Street provides online shoppers the opportunity to create their own custom designed rugs online and have them dlivered to their home in a timely manner..

- Brand Attributes Creative, helpful, designer, clean, trustworthy, fresh
- Product Attributes Custom, creative, flexible, reliable, quality, desireable
- Differentiation Online, customizable, designer, choices

Customer Profile

Web shoppers have become increasingly aware of modern and modular ideas in interior design through such companies as IKEA and Design Within Reach. These web shoppers (who can be professionals or consumers) are looking for modern alternatives to dated ideas of interior design, furniture, and even flooring. BPS has a modular modern design solution to the consumer's flooring needs. BPS' site and e-commerce initiative needs to address the needs, externally, of home consumers, small to large flooring professionals, and resellers. Internally this initiative needs to support Customer Service Representatives, Sales Associates, Designers, Executives, and Inventory Managers to name a few.

Content Copy

Generally copy should be kept brief but concise and creative. People on the web do not like to read a lot of marketing copy. Pages that do require the most content should be kept around 3-4 paragraphs long. The tone of the copy should be:

- Friendly Not Cold or Abrupt
- "Knowledgeable" Not Uninformed
- Precise Not Confusing
- Brief Not Wordy
- Proponent Not "Used Car Sales"

These are just some ideas to keep the tone of the site copy on track. When creating content for the site remembering these concepts will help in creating a cohesive site. Precise creativity!

Design and Graphics

Graphics such as photos, diagrams, and general eye-candy should support and augment the copy and overall site messaging. Design should be clean, simple, and high-end geared toward catalog ecommerce that adheres to the BPS brand.

Bentley Prince Street Website

The BPS site should reflect the values of the Interface organization it should be clean, professional, easy to use, engaging, and eCommerce friendly while still maintaining a high-end catalog feel. At no time should the customer feel uncomfortable about the buying experience or the credentials of the organization.

Inventory

The BPS site will offer its customers 3 rug sizes (4x6, 6x9, 8x10), 7 carpet styles, and approximately 6 colors total for each style.

Site Requirements

Must be designed for 800x600 browser, 56k modem reasonable download times and fit within the look and feel of Bentley Prince Street. The site should work "well" on Macs (OS 9+) and PCs (Win98+) and most popular browsers like Internet Explorer 4+, Netscape 6+, and Safari 1+.

Sections and Pages

"Home Page"

The home page sets the tone for the entire site and gives the customer instant feelings about the company. The home page will have inspirational photography that shows how the rugs work and look in a room. There will also be educational/inspirational text and lead-ins to new product, news, and announcements.

Rugs

This section will allow customers to create their own custom rug creations. When a customer wants to create their own rug this is how the configurator should work:

1. Customer chooses from 1 of 7 carpet styles
2. Based on the style 1 of 6 color choices may be chosen
3. The rug is then added to the customer's cart based on size

Gallery

The gallery section shows BPS rugs in room settings. This section is mostly photography with reference to the rug or carpet used in the photography. The Gallery showcases photography produced by BPS but eventually customer testimonials could be included.

Buying Rugs (eCommerce)

Samples

Samples should be "pushed" at all times before a purchase is made. Samples SKUs are currently 9x15 which will most likely change to something closer to 3x3. It is yet to be determined whether or not BPS will charge for samples and/or the shipping of samples. One example is that up to 10 samples can be purchased for $5 (11-20 samples can be purchased for $10, additional $5 for every 10 samples). Sample orders of $15 or more will be discounted from their product order if the customer purchases a rug within 30. Samples will be shipped unattached in a package so that the customer can "play" with the design prior to ordering. We will finalize the sample strategy ASAP.

My Account

The customer may log-in to the interchange system using an existing user account or they may create a new account with BPS. It is not necessary to register to complete a purchase. It is necessary for resellers to log-in if they wish to receive their discount and/or special products.

Customer Profile

The BPS customer has direct access to their secure password protected BPS account. Through their secure account they may edit and store information such as multiple shipping addresses, multiple billing accounts, and password information. If the customer does not have an account they may create their own from the site.

Checkout

The customer may checkout using a credit card only. The customer may checkout without being registered. Items in the cart are totaled including, shipping and tax. At this point the user may change quantities, delete items, or change shipping method. As the user proceeds they will be prompted to enter their billing, shipping, and credit card information. If they are pre-existing users and logged-in all of this information will be filled-in automatically with the exception of the credit card number. When the order is placed an e-receipt is issued and an email receipt is sent.

CC options

VISA, Mastercard, Discover, American Express

Discounts

All discounts will be administered at checkout and reflected in receipt. Approved dealers and designers will be discounted 50% of retail. Standard employee discount codes will be established for 10%, 20%, and 30% off of retail. The customer must have a coupon code or to receive discounts.

Discounts and coupon codes will be used for promotions at Tradeshows to drive traffic to the BPS booth and ultimately to the BPS website. Tracking will be enabled for wholesale dealers, etc. so that we can report responsiveness to the coupons.

Order History

This may be useful for designers who order a lot. Order history lets the customer have access to:

- Status
- Tracking information (Track #)
- Cancellations – Customers may only cancel orders if they call a BPS CSR.

Miscellaneous

About

Leads back to BPS corporate site.

The Market

Leads back to BPS market site.

Contact/Customer Service

Customers should have access to various points of contact within the organization. The ecommerce platform will offer several methods of access to the BPS customer services.

Policy Information

Links to all of BPS' policies (separate pages) like legal, privacy, shipping, returns, etc.