

## Steelcase Turnstone Marketing Plan & Retail Franchise Strategy

### Challenge:

Develop a marketing plan and implementation strategy to launch Steelcase's new Turnstone product line, and develop the needed marketing, retail design, merchandising and training elements to effectively develop a North American/Canadian Turnstone dealer franchise program.

### Approach:

- Perform customer intercepts and dealer interviews to establish marketing and facility requirements
- Conduct a national market analysis to ascertain need, gaps and opportunity for a retail office store
- Develop a retail office market plan to drive the development of the Turnstone brand and the creation of a retail office franchise

### Recommendations:

- Establish a "turn-key" franchise program that is all inclusive and offers a national brand, national advertising, retail design and merchandising standards, and store planning and design services
- Develop a retail franchise name "WorkShop™" to establish a strong retail office furnishings brand, that will appeal to small/mid-sized businesses
- Conduct retail real estate location market analysis to identify top markets for initial franchise roll-out
- Provide real estate location market analysis to dealer network to assure franchise locations meet desired market demographics and retail exposure
- Develop a franchise marketing communications kit, promotional video and launch presentation for NeoCon to create dealer "buzz" and initiate franchise interest (100+ committed)

