

Pumpnickel Press - Specialty Gift Stores (Wild Bird Stores, Hunting/Fishing, etc.)
Hardware, Country & General Stores
Independent Hallmark & General Gift Stores
Independent Home Goods Stores
Garden Centers
Coastal Gift Shops, Resort Gift Shops

Tourist Courts - National Parks & State Parks Gift Shops
Tourist Attractions Destination Gift Shops
US Cities Gift, Souvenir, Hotel, & Museum Shops

COMPETITION

Pumpnickel Press - Hallmark & American Greetings owns 95% of the greeting card Market. Pumpnickel Press along with 3,000 other Greeting card manufacturers compete for the other 5% of the Market. However the most comparable competitors would be 1) Leanin Tree, 2) Tree Free, 3) legacy Publishing. They all have nature themed artwork. They do not have embossing and do not print on uncoated paper. Also Carol Wilson Brand would be completion. They use watercolor art on uncoated paper and feature 3-D embossing.

Tourist Courts - Most Vendors in the Souvenir industry specialize in a few products with their particular brand/art and look. There are 3 or 4 companies offering similar products with various styles of artwork including photographs. The closest competitor would be Lantern Press because they use Vintage style artists with similar products. But they also have several different styles. 2) Impact Images, they offer similar products but are mostly using photographs.

PRICING STRUCTURE

Pumpnickel Press - We have very good margins on all our Pumpnickel Press paper products. The perceived retail value is very fair and competitive. The WH price is good for our retailers. Our average COGS is about 25% of WH - Boxed Christmas is around 30% and Everyday cards are closer to 20%. One of our marketing pricing strategies is that our retailers get a 10% discount if they order with a credit card. Credit Card payment is uncommon in our industry. Net 30 is the standard and several companies/chain stores require Net 45 & Net 60 terms.

Tourist Courts - It is more difficult to get the good margins on TC products. We shoot for a 3 time mark-up but some products are closer to a 2 time mark-up. We average 2.6 or 2.7 time mark-up. Great margins include postcards, prints & stickers, drinkware has our lowest margins.

MARKETING

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Tourist Courts - Trade Shows, Emailing prospects, Alerting Existing Pumpnickel Customers, Website
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HISTORY & BACKGROUND

1983 -1988 Graphic Design/Art Director – Legal Stationery & Office Supply Company
1988-1997 Graphics & Production Manager – Christmas card and Calendar Program
National Wildlife Catalog- \$12 million program
1997-1999 Comprehensive Design – Full service Consulting Business
1998 – Started Pumpnickel Press

SNAPSHOT OF HISTORY & SALES

1997- (100% Comprehensive Design)

1998 - Pumpnickel Press – Producer of Embossed Boxed Christmas Cards

1998 -(70% CD, 30% PP)

1999 -(20% CD, 80% PP) CD contract ended in July and business was dissolved

2000 -(100% PP) First year PP stood on its own

→ 2001 -Added Corporate Christmas Cards (12% Corp, 88% WH Christmas)

→ 2003 -Added Everyday Birthday and Occasion Cards (60% Christmas, 30% Corp, 10% Eday) *BD +*

→ 2006 -Corporate Peaked (55% Christmas, 40% Corp, 5% Eday) ⇒ *The highest sales they had*

2008 -Revamped Eday (60% Christmas, 30% Corp, 10% Eday)

2010 -Added Willow Tree line, Coastal Cards to PP lines & Canadian Distribution (30% Christmas, 35% Willow Tree, 15% Corp, 20% Eday)

2012 -Specialty Retailers start closing at a rapid pace – both Christmas and Corp dropping dramatically. Amazon, Big Box, Websites start taking over

2015 -Began Tourist Courts Gift & Souvenir Line at the end of September

2019 -TC 42% of the business. PP 58%, Christmas 25% and Everyday 33%

OUR MISSION

To be a business based on Christian values creating unique, quality "Made in the USA" products that feature beautiful artwork.

BUSINESS MODEL & OPERATING GUIDELINES

In-house design team designs products using licensed artwork

Produce products from outside sources/manufacturers

Have produced products shipped in to our Warehouse in Berryville

Market/Distribute products to US & Canada Retail Outlets through various avenues (Trade Shows, Outside Manufacturer's Sales Reps, Distributors, Website, Direct Mail catalog, & email)

Customer Service, Order Entry, Order Processing, Order Fulfillment, and Invoicing out of office/warehouse in Berryville

TWO BRANDS (Product Lines) OF BUSINESS– Both based on Unique Quality Artwork

Pumpnickel Press – High quality Nature themed art cards that feature beautiful licensed art, premium specialty recycled paper, and 3D sculptured embossments

Tourist Courts - Quality Gift and Souvenir line of products featuring the award winning vintage poster art by Anderson Design Group.

TARGET MARKET

PUMPERNICKEL PRESS 4TH QUARTER GOALS

OVERALL GOALS

- #1 Train & Coach New Employees
- #2 Tweak Website - Update products, add postcards & greeting cards, make shipping effective & easy, International, update products immediately
- #3 Begin Marketing for Websites at the Consumer level
- #4 Systematize our Sales & Customer Service Process - Become System Reliant
- #5 Weekly Meetings with Staff to get updates

TOURIST COURTS GOALS

- Plan to build TC brand with PP customers
- Expand current TC customers with additional products - increase their business
- Reach out to our Target Audience
- Review Fixtures Long term Plan

PUMPERNICKEL GOALS

- Plan for better Servicing Customers - How can we service areas without a rep?
- Software program, or excel - Visual Plan-o-grams? Inventory Sheets?
- Customer Service Calls - Periodically
- Fixture Change or fixture options?
- Video to sell PP Everyday Cards