



October 15, 2012

Dear Store Manager,

Sleep Innovations has launched a 12" Gel-Infused Memory Foam Mattress at your store in department #311.

Quest Service Group has been engaged to service Sleep Innovations at Kohl's to ensure the proper placement of the mattress and point of purchase display.

Thank you for your efforts,
Jewelee Racioppi, Channel Marketing
(732)443-2015

187 Route 36 Suite 101
West Long Branch, NJ 07764
p 732.263.0800
f 732.263.0900
sleepinnovations.com

Sleep Innovations – Kohls

SCOPE OF WORK

Preparing for the Service Visit

- Please log onto the program website at www.questmerchandiser.com using the username and password that you set up during your application process.

Please check the “Instructions” column to see if there have been any **Alerts or Updates to the reports or planograms** for this specific service visit.

- Be sure you print out a new copy of the required service report and instructions to take with you to the job site. It is imperative that you use the service report for the specific service visit because the **unique id number** is necessary for you to get credit for the visit.
- **DRESS CODE** is jeans and sneakers are allowed. **NO** graphic tees, open-toe shoes or hats. **NO** food, beverages, gum chewing or cell phone usage is ever permitted on the sales floor at any time.

When You Arrive at the Location

- As soon as you enter the store, MEET WITH THE MANAGER ON DUTY AND LET HIM/HER KNOW WHAT YOU WILL BE DOING.

Conducting the Service Visit

- See below – note some stores have a FLIP BOOK display and others have a VIDEO. The instructions for each are identified below.
- You will also need to get signed off prior to leaving the store.

After the Service Visit

- Log onto the program website at www.questmerchandiser.com using the username and password that you set up during your application process. Pull up the required online report and complete it. Fax the completed hard copy report with the store management signature to the fax number provided on the report (note that you can fax the report in from any location prior to filling out the web report) or scan the hard copy report and upload it (you will be prompted for this option after completing the online report).
- All reports must be submitted within 24 hours of completing your service visit for you to receive credit for the visit. Remember to download the picture you took as well; the visit is not complete without this picture!



12" Gel Memory Foam Mattress Merchandising Plan

Objective: Locate & take inventory of the Sleep Innovations 12" Gel Memory Foam Mattress and Memory Foam Display Endcap on the Sales Floor, ensure proper placement, and take pictures of execution

Project Start Date: 10/22/12

Project End Date: 11/2/12

Project Time: 30 Minutes

Instructions:

- **Step 1:** Locate the customer Service desk & sign into vendor log-in book
- **Step 2:** Ask for a store manager and inform them of your objective.
- **Step 3:** Show them LOA from Kohl's HQ to complete this project
- **Step 4:** Proceed to the Sales floor and locate the Sleep Innovations® 12" Gel Memory Foam Mattress in department #311 on the floor at an endcap.
 - 2 boxes should be on the floor at an endcap
 - take pictures of front, side & back of mattress endcap
 - If you cannot locate the mattress boxes, work with department manager to locate boxes and place on floor
- **Step 5:** Take inventory of Sleep Innovations® 12" Gel Memory Foam Mattress
- **Step 6:** Locate the Memory Foam Display Endcap with the flip book kiosk.
 - Take picture of Memory Foam Display Endcap
 - If Display endcap is not on the floor, ask department manager why endcap is not setup
 - Explain reason in notes
- **Step 7:** Take picture of full planogram of memory foam category
- **Step 8:** Sign Out





12" Gel Memory Foam Mattress Merchandising Plan

Objective: Locate & take inventory of the Sleep Innovations 12" Gel Memory Foam Mattress and Memory Foam Display Endcap on the Sales Floor, ensure proper placement, and take pictures of execution

Project Start Date: 10/22/12

Project End Date: 11/2/12

Project Time: 30 Minutes

Instructions:

- **Step 1:** Locate the customer Service desk & sign into vendor log-in book
- **Step 2:** Ask for a store manager and inform them of your objective.
- **Step 3:** Show them LOA from Kohl's HQ to complete this project
- **Step 4:** Proceed to the Sales floor and locate the Sleep Innovations® 12" Gel Memory Foam Mattress in department #311 on the floor at an endcap.
 - 2 boxes should be on the floor at an endcap
 - take pictures of front, side & back of mattress endcap
 - If you cannot locate the mattress boxes, work with department manager to locate boxes and place on floor
- **Step 5:** Take inventory of Sleep Innovations® 12" Gel Memory Foam Mattress
- **Step 6:** Locate the Memory Foam Display Endcap with the video kiosk.
 - Take picture of Memory Foam Display Endcap
 - If Display endcap is not on the floor, ask department manager why endcap is not setup
 - Explain reason in notes
- **Step 7:** Take picture of full planogram of memory foam category
- **Step 8:** Sign Out

