

## 2020 Sales Target

### In-Store Sales Target:

- Aim for \$12 million sales in 2020 in in-store sales across all product categories.
- Focus on increasing sales of higher profit margin items like dining furniture, outdoor furniture, and vanities.
- Promote seasonal products like floral, festive decor, and outdoor decor during peak seasons.

### Online Sales Target:

- Aim for \$9 million sales through online channel in 2020.
- Prioritize sales of electronics, home decor, and furniture that have performed well online historically.
- Optimize the online shopping experience and implement targeted marketing campaigns to drive more online traffic.

### Wholesale Sales Target:

- Aim for \$4 million in wholesale orders in 2020.
- Identify high-performing wholesale customers and work to expand those relationships.
- Onboard new wholesale accounts in underrepresented product categories or regions.

### Distributor Sales Target:

- Aim for \$7 million in distributor sales in 2020.
- Focus on driving sell-through for slow-moving inventory through the distributor channel.
- Incentivize distributors to prioritize your products over competitors.