

1. How does House of Fraser's Product & Price Importation service work?

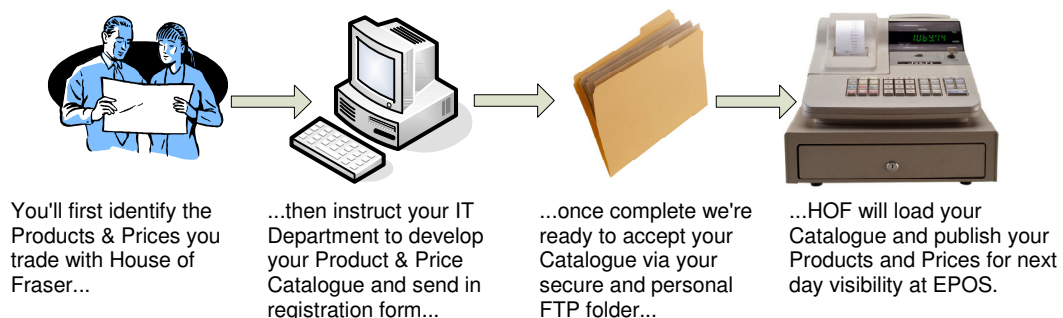
Process Overview

- You must complete the registration form for access to the House of Fraser FTP (File Transfer Protocol) server and send it to your House of Fraser contact.
(The registration form can be found at: <http://www.hofsuppliers.co.uk/info/CatSales.html>)
- You will receive a secure username and password from HOF's supplier registration team.
- You will send in your PRICAT file via FTP server.
- Your PRICAT file is validated, checked and loaded onto the HOF till system.
- Your merchandise will be scanned at the tills using supplier's EAN barcodes.
- Your sales files will be collated as part of over night processing.
- Your sales files will be placed on to FTP server ready for collection by you.

What must be sent by you to House of Fraser, how and when?

You will develop a Product and Price Catalogue containing the products and prices (Euro (if trading in Eire) & Sterling) for each department you trade with House of Fraser. To aid your development of the catalogue we've published a number of documents and guides to help you do this on our information website at: <http://www.hofsuppliers.co.uk/info/CatSales.html>

Once developed, and following successful registration for access to HOF's FTP server you will send the catalogue(s) via FTP to House of Fraser who will load the catalogues(s) for next day visibility at EPOS. For new suppliers this should be done at least a week before you begin trading so that any errors can be rectified.



How your catalogue will make a difference at EPOS

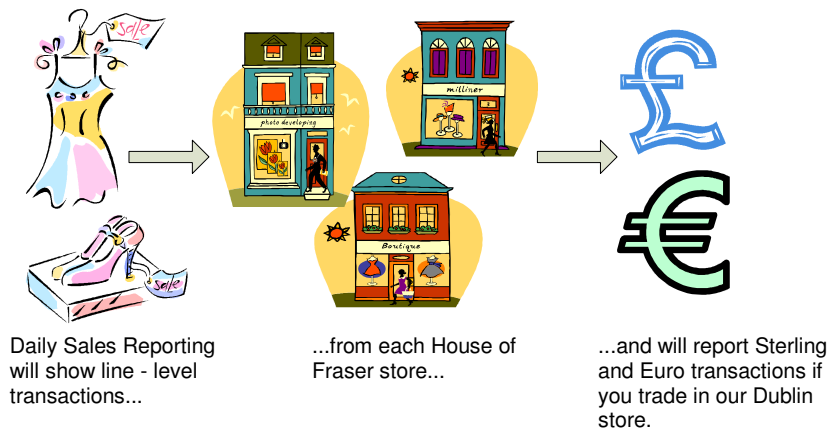
A key benefit of sending your Product & Price Catalogue to EPOS is the facility to operate what's called Price Look Up - which means the correct Selling Price is displayed on the till when the product is scanned at EPOS. Capturing transactions in this manner (at all HOF tills) negates the need to enter Selling Prices manually and reduces the error and fraud opportunities inherent to this practice.

House of Fraser's Catalogue & Sales Frequently Asked Questions



What your daily Sales Report will show

The daily Sales Report will provide line - level transaction details (ie sales and returns) from all trading House of Fraser outlets. If you trade in our Dublin store, Sterling and Euro value transactions will be reported. These reports are available as a standard or extended format (more information is available on our information website).



2. What are the main benefits of the service?

The benefits enjoyed by current subscribers are:

- The ability to scan products at any HOF till throughout the store
- Improved accuracy of sales data
- Timely data for targeted stock replenishment
- Automated discounts at EPOS for sale events and promotions
- Reduction of fraud opportunities
- Elimination of separate Concession IT systems at each trading store

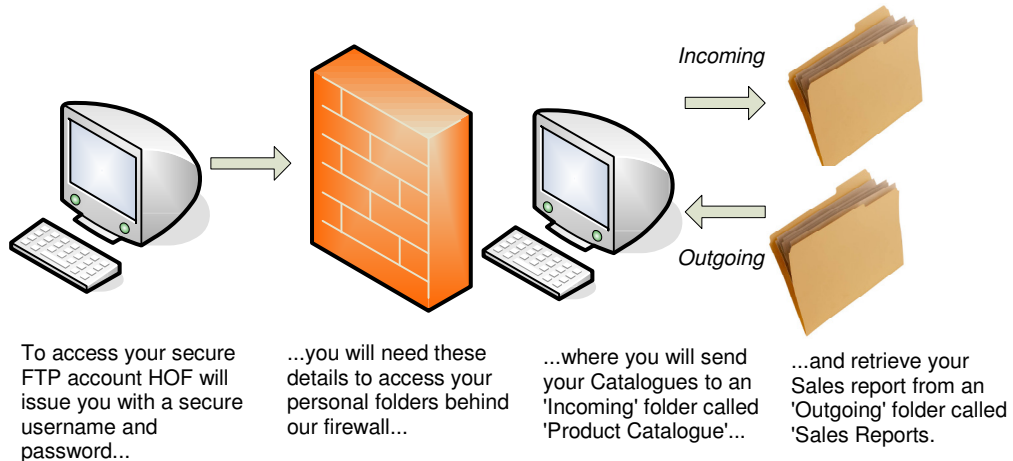
3. Who runs the service?

The service is operated exclusively by House of Fraser and does not involve a third - party provider. The service is only available to Concession and Consignment suppliers that trade with House of Fraser.

4. Is the service secure?

Access to your FTP directory (where you will 'post' Catalogues and retrieve Sales Reports) is controlled by an individual username and password. Confidentiality of data is ensured by the security controls inherent to the FTP directory.

House of Fraser's Catalogue & Sales Frequently Asked Questions



5. Is there a charge for the service?

Yes. There is a one-off setup fee of £1000 together with a subscription fee. You will be charged £9 per department per store per week. This is capped at 25 stores. (So the maximum charge will be £225 per week per Concession department).

6. Will I pay extra if I operate more than one department?

Yes. We set the charge at department level. The charge will be £9 per department per store per week.

7. How can I join the service?

Contact House of Fraser's PPI department by email: PPI@hof.co.uk. A registration form for the service can be found on the information website and should be emailed to PPI@hof.co.uk

8. Is the service likely to demand extensive IT resource?

The key tasks for a Concession business is developing the Catalogue and integrating the sales to their back office. If your IT business is outsourced to a third-party we're happy to work with them based on your instructions.

9. What do I need to include in the Product and Price Catalogue file?

A user guide for creating a PRICAT file, mentioned in question one, details all of the information that needs to be included in the file. There must be an EAN 13 code for each product in the file. An EAN 14 code cannot be used instead of an EAN 13 code.

Each item of merchandise must then be ticketed to include the EAN 13 code to take advantage of House of Fraser price look up functionality at the tills.

If you are trading in Dundrum (Eire) store you must include Euro prices.

NOTE: a PRICAT file must not exceed 10,000 skus or it will fail to load in to HOF systems.

10. Must I generate a Product and Price Catalogue file for each HOF store I trade from?

No. The Catalogue you send will cover your product offer for all stores. You must include ONLY the products which you trade in HOF stores, not your entire catalogue.

11. Will I receive sales data in Euros if I trade in the Dundrum store?

If you receive sales data in the standard CSV, standard xml or in EDI format then your sales data for Dundrum trading will be in Euros. This will be determined by the currency field (xml) or the Euro field (CSV).

If you choose to receive your sales data in the extended CSV or extended xml formats then you will receive the data both in Euro and GBP.

12. Do I need to send my Product and Price Catalogue file to HOF daily?

No. You only need to send your Catalogue when you wish to update your Selling Prices or introduce new products. House of Fraser only expects you to send incremental catalogues containing new or amended products, on a regular basis.

13. How do I action price changes?

You are in control of your product Selling Prices and whatever changes you send will be visible at EPOS for the next day's trading. The same rule applies for new product ranges. To ensure prices are available for next day's trade they must be loaded on to HoF's ftp server before midday, on the day before the prices are to be displayed at the tills.

For promotional activity you will send a Catalogue that targets your price changes accordingly. In the case of our One Day Spectacular event (ie standard 20% / 25% reduction at POS), we would prefer to set an automatic discount for your entire department and remove this post - sale.



14. Can I include a zero price point item?

You may wish to include products with no price in the catalogue. This might be for samples or gifts. This can be done but the product price must have a zero value, not left blank or null.

15. What is the difference between an incremental and a complete Product and Price Catalogue file?

The complete file will contain all of the products that you sell at the House of Fraser while the incremental file will contain only the products that you want to change the prices for or new products to be added to the till system.

16. How are prices managed for products not included in a Product & Price Catalogue?

If a product has not been imported, the sales assistant (after scanning the barcode) will be prompted, at EPOS, to enter your Concession Department Number and Selling Price manually. The sale and value will be recorded against a Dump Code number (ie a generic bar code entry).

17. Does the Sales Report show stock information?

No. We don't hold stock data for any Concession business. We can count your stock in line with our own store stock count schedule. If you wish to pursue this please email PPI@hof.co.uk.

18. Can the go live be staggered ie roll out to one store then further roll out to more?

No. Once we've imported your Catalogue all prices will be visible at EPOS.

19. What are House of Fraser's timescales for go live?

If your Product & Price Catalogue conforms to our standards House of Fraser will prioritise your go live within 24 hours. To ensure that there is time to deal with any issues with your PRICAT file, we require that you sent it at least 1 week before the go live date. The PPI contact will progress your live date.

20. How would a promotion such as Buy One Get One Free be handled?

Promotions such as this are a manual process at the till and require the consultants to enter discounts at the till.

For example:-

Scenario 1 - Each product is scanned separately:

Product A, Qty 1, Net Value 18.00, POS Discount 0
Product A, Qty 1, Net Value 0.00, POS Discount 18.00

Scenario 2 - Product is scanned as a multiple:

Product A, Qty 2, Net Value 18.00, POS Discount 18.00

These sales will be recorded in your sales file in the manner they are entered at the till. However, you will only be able to see the POS discount and the reason code applied if you receive extended format sales files.