

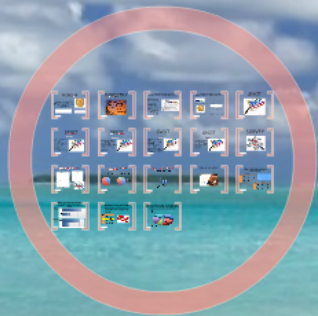


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PROBLEM *Statement*

This research was conducted to improve the sales of Tempur-Pedic, iComfort, and Stearns & Foster at City Furniture.



STEARNS & FOSTER



The most highly recommended bed in America.™



INDUSTRY

Analysis



MATTRESS INDUSTRY

Analysis

- 40% mattress sales include an add-on sale
- Specialty sleep mattress units soared 24.3% last year
- By 2015, mattresses market is projected to cross \$27 billion.



MATTRESS INDUSTRY

Analysis



- Net sales increased 28% to \$1.4 billion in 2011



- #1 mattress company in the United States in 2011

- U.S. gross profit decreased 38.2% of net sales



SWOT

Analysis

