



Report Recipients: (Members of your team that will receive an email report weekly)

Below is the structured outreach strategy for retail buyers:

We are in consistent conversation and communication with every retail buyer listed.

Resources provided to each buyer: Brand Sales Decks and Sell Sheets, Brand Website, Pricing Information, Complete Contact Information.

Follow up: There is a strong emphasis on consistent follow-ups to ensure we get to retail purchase orders.

Blacklist: Walmart, Sam's Club

Retailer	Title	Matthew J. Crawley Team Notes	Account Manager	Client Actions	Sample Address	Retailer Website	Location Count
Retailer Hot List:							
Nordstrom						nordstrom.com	348
Home Depot						homedepot.com	2,345
Heiman Marcus						heimanmarcus.com	37
Lowe's						lowes.com	1,700+
Costco						costco.com	800+
Whole Foods						wholefoodsmarket.com	500+
West Elm						westelm.com	100+
Orgill						orgill.com	Distributor
Zoro						zoro.com	(Online Only)
Pottery Barn						potterybarn.com	200+
Camping World						campingworld.com	200+
Target						target.com	1,900+
ACE Hardware						acehardware.com	5,600+
William Sonoma						williams-sonoma.com	600+

Retailers currently reviewing brand information:

REI						rei.com	181
Travel and Leisure						travelandleisure.com	Media Brand Magazine
Crate and Barrel						crateandbarrel.com	100+
Woodland Direct Inc.						woodlanddirect.com	Online
C-A-L Ranch Stores						calranch.com	35
At Home						athome.com	261
Serena & Lily						serenandlily.com	13
BBO Guys						bbo guys.com	Online
Half Moon Outfitters						halfmoonoutfitters.com	9
Lulu and Georgia						lululemon.com	Online
World Market						worldmarket.com	243
Costco						costco.com	855 Globally
West Elm						westelm.com	100+
Dick's Sporting Goods						dicksportinggoods.com	854
Scheels						scheels.com	34
The Home Depot						homedepot.com	2,800
Blain's Farm and Fleet						blainsfarmandfleet.com	45
Canadian Tire						canadiantire.ca	503
PG						the-pg.co.uk	200
Barnes and Noble College						bncollege.com	1,400+
Macy's						macys.com	508
Bass Pro Shops						bassproshops.com	174
Ferguson						ferguson.com	1,800
Meijer						meijer.com	500+
Casey's						caseys.com	2,500
Circle K						circlek.com	14,000
7-Eleven						7-eleven.com	83,000 (Globally)
Buc-ee's						bucees.com	50
Wawa						wawa.com	1,050
QuikTrip						quiktrip.com	1,305
RaceTrac						racetrac.com	579
Pilot Flying J						pilotflyingj.com	800+
Paradise						paradisegarden.com	850+

Retailer Cold List:

Starboard Cruises						starboardcruises.com	90+
Lowe's						lowes.com	2,197
Costco						costco.com	847

