

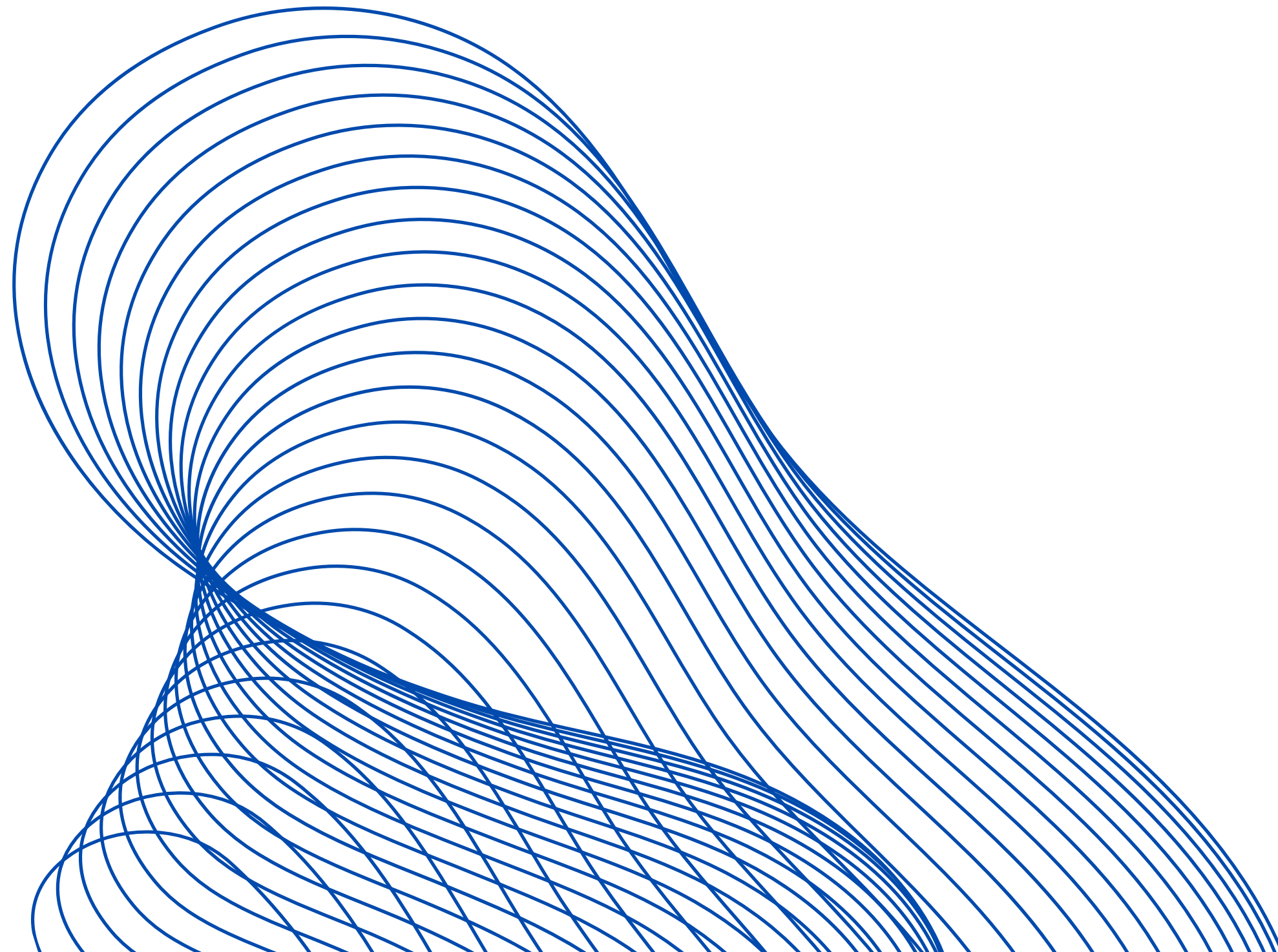


COMPANY DECK

Matthew J Crawley, LLC

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ABOUT US



BRAND & RETAIL GROWTH

MATTHEW J. CRAWLEY

WE HAVE RELATIONSHIPS WITH RETAIL BUYERS.

We hope this proposal finds you well. We are excited to present to you our comprehensive plan to introduce and establish your brand in the US market. With our extensive experience and strong relationships with major retailers, we are confident in our ability to secure test orders, negotiate prime placements, and drive significant sales growth for your brand.

Our dedicated sales team, led by Matthew J. Crawley, will personally present your brand to over 300 targeted retailers and category buyers within the first 30 days of service. This strategic approach will ensure maximum exposure and generate interest among key decision-makers.



STRATEGIC ONBOARDING



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Upon signing the agreement, our sales team will schedule an onboarding call with your team within 24 hours. During this call, we will discuss our go-to-market strategy, identify key retailers in the US market, and collaborate on a tailored approach for each retailer. This personalized strategy will help us achieve optimal results for your brand.

We will actively participate in buyer calls and negotiations on behalf of your brand. Leveraging our established relationships and industry expertise, we will advocate for your brand, ensuring favorable terms and securing test orders and purchase orders from the targeted retailers. Large retailers for Brick and Mortar operate on an average of 42%-50% margins. Marketplace opportunities average 15%-30% margins.



PREMIUM PLACEMENT



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Our team will not only focus on securing orders but also negotiate prime placements within the selected retailers.

By strategically positioning your brand in prominent locations within stores, both brick-and-mortar and online marketplaces, we will enhance brand visibility and drive customer engagement.

We have extensive relationships with major retailers in the USA & Canada, these retail partners have consistently shown interest in our product placements over the years.

Our average test orders range from \$500,000 to \$1.5 Million, and we anticipate that the invaluable data we gather from these tests will result in a significant increase in sales for the subsequent quarter, potentially tripling these numbers.



KEY DELIVERABLES



- 1) PRESENTATION TO OVER 300 RETAILERS & CATEGORY BUYERS
- 2) ONBOARDING CALL & GO-TO-MARKET STRATEGY
- 3) CONDUCT BI-WEEKLY ZOOM UPDATE CALLS AND DETAILED REPORTS
- 4) BUYER CALLS & NEGOTIATIONS
- 5) PRIME PLACEMENT & MARKET OPPORTUNITIES
- 6) TARGETED RETAILERS & DISTRIBUTION



In summary, partnering with us will provide your brand with the opportunity to access a vast network of established retailers, negotiate favorable terms, secure test orders and purchase orders, and ultimately drive sales growth in the US market.

We look forward to discussing the finer details of our proposal and addressing any questions or concerns you may have. We are confident that our partnership will be mutually beneficial and lead to long-term success.



GROCERY & NATURAL



Publix
Albertsons
Harris Teeter
Lowes Foods
Natural Grocers
Fresh Thyme Market
Fresh Market
Sprouts
Whole Foods
Erewhon
Metropolitan Market
Trader Joe's

Good Earth Natural Food
Mom's Organic Market
Gelson's
GNC
Vitamin Shoppe
Vitacost
iHerb
CVS Pharmacy
Walgreens
Bottles Beverage
Superstores
Total Wine & More



TRAVEL



Travel Center of America
Pilot Flying J
Parkers
Kum & Go
Lagardere Travel
Paradies
Hudson's
Wawa
QuikTrip
Buc-ees
Circle K
Sheetz
Caseys
Shell
7/11



DISTRIBUTORS



UNFI
Cardinal Health
Mckesson
KeHE
Bozutto's
Southern Glazers
Winebow
Breakthru Beverage Group
Mid States Distributing
Zoro
Orgill



DEPARTMENT & SPORTING GOODS



Bass Pro
Cabela's
Dick's Sporting Goods
The Exchange Stores
Academy Sports + Outdoors
Belk
Kohl's
Nordstrom
Dillard's
Sportsman's Warehouse
Scheels
REI

Walmart
Target
Sam's Club
Costco
BJ's Wholesale
Hobby Lobby
Michael's
Uncommon Goods
Ulta
Sephora
eCosmetics



HARDWARE



Lowe's Home Improvement
The Home Depot
Rural King
Ace Hardware
Tractor Supply
Menards
Canadian Tire
ABC Supply
Floor & Decor
Do it Best



MEET THE TEAM



Matthew J. Crawley
Founder

Matthew has 25+ years of retail product sales experience and is the inventor and founder of The Net Return, a multi-million dollar sports product.



Demmie Hardin
Partner

Demmie is a seasoned retail professional with over five years at the company, specializing in product placement and brand expansion into major retail channels. She has successfully placed leading brands with prominent retailers and distributors, including Scheels, KeHE Distributors, Macy's, McKesson, and more.



Isabella Liles
Partner

With over six years at the company, Isabella has built and maintained strong relationships with retail buyers across the U.S. and Canada. She has personally facilitated successful partnerships with major retailers including Target, Dick's Sporting Goods, Pet Supplies Plus, Nordstrom, and more.