

Preferred Report



INNOVATIONS

VOL. 12 NO. 2 | APRIL 2005

Home Reserve Designs Success with UPS



Home Reserve President Blaine Wieland had two essentials: the Web and UPS.

Start-up works with UPS to size products right from the beginning

First things first. For Home Reserve, an innovative furniture maker in Fort Wayne, Ind., building a new company started with experience – four generations in the furniture business.

Then came the big idea: easy-to-assemble, affordable sofas and chairs sold directly to customers. Two essentials followed: the Internet and UPS. The Internet was an opportunity to locate customers well beyond Indiana; UPS was the way to deliver.

For Blaine Wieland, Home Reserve president, it was clear from the outset that he'd use UPS for shipping. "As a kid you see

this brown truck everywhere. I decided to go with the best. And now, I'm very glad I did."

UPS provides the infrastructure needed to reach far-flung customers. All Wieland had to do was design products that were a reasonable size for UPS to deliver directly to his customers' doors.

Wieland called in UPS Account Executive Chad Miller to talk. Over the course of the next three

years, Wieland and his colleagues designed, tested and produced a sofa, loveseat, chair and ottoman that were easy to assemble, sturdy, attractive, affordable and available through the Internet. And they could be shipped by UPS.

Now, just one year later, Home Reserve is posting \$200,000 in monthly sales, significantly more than they had projected, and is planning Canadian expansion. Its factory is operating at capacity, using UPS WorldShip® integrated with its order system, Quantum View NotifySM and Quantum ViewSM Manage for customer service and UPS 2nd Day Air[®] to ship fabric samples.

"Ready-to-assemble furniture has become a huge business in the last 15 years," Wieland says. Still, no one had designed a ready-to-assemble mail-order sofa before.

"Our success is driven by using the UPS logistics system. We're probably the only furniture company in the country that designed its product to UPS packing specifications," Wieland says.

HOME RESERVE'S ONLINE STRATEGY

Just as Home Reserve's furniture designs make the most of UPS packing specifications, the innovative company also makes sure that its designs suit its target market of Internet shoppers.

Home Reserve reaches these "onliners," often thirtysomething officeworkers, through keyword

advertising on search engines, where a search for terms like "furniture" will regularly bring up a sponsored link to www.homereserve.com. These keyword ads tout the most appealing qualities for the target audience, including attractive price, quick delivery, a selection of 40 fabrics and storage space inside the furniture.