Furniture Galleries Excellence Program

USER GUIDE

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The FGE Landing Page

To enter the site's three critical areas – Training and Product Knowledge, Process Improvements or Benchmarks – simply click on the colored buttons on the left-hand side of your screen.

Enter the **Training and Product Knowledge** (Center for Excellence) area to find and register for training and education programs offered by La-Z-Boy.

Visit the **Process Improvement** area to find information on processes, key success factors, critical steps and best practices. Use these items to create your Action Plan and improve your business.

Go to the **Benchmarks** section to complete your quarterly point-of-sale numbers and analyze the results by comparing them to La-Z-Boy benchmark standards.



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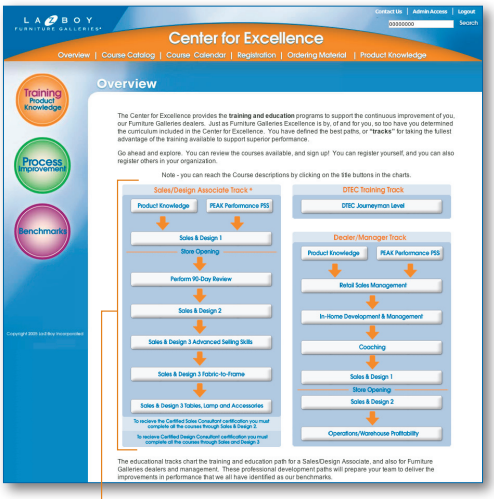
Introduction

This section contains training opportunities, Product Knowledge tutorials and manuals and an online tool for ordering materials.

On the upper navigation bar in the Training section, you'll find:



- The **Overview** link, which returns you to the initial Training page.
- The **Course Catalog** link, which allows you to view a detailed description of the training programs we offer.
- The **Course Calendar** link, which displays a complete list of all scheduled classes and workshops.
- The **Registration** link, which provides the opportunity to register for Training courses online.
- The **Ordering Material** link, which allows you to order training and educational materials.
- The **Product Knowledge** link, which takes you to a library of downloadable Product Knowledge training materials.



On the Overview landing page, you'll find the three primary training tracks offered by La-Z-Boy: the Sales/Design Associate Track, the DTEC Training Track and the Dealer/Manager Track.

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Finding Specific Course Information

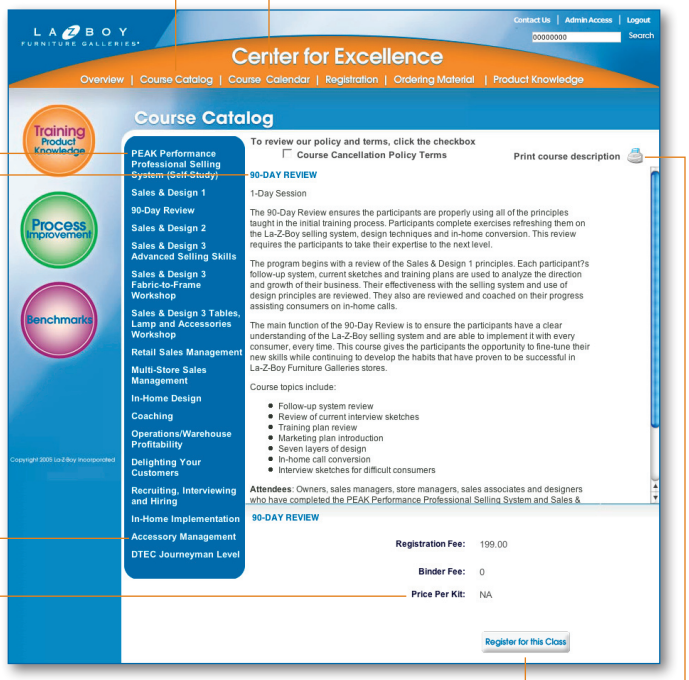
There are two ways to locate specific course information:

- Click the "Course Catalog" link in the upper navigation.
- Click the "Course Calendar" link in the upper navigation.

The Course Catalog

The Course Catalog page includes:

- A list of available courses.
- A detailed description of the selected course.
- A list of registration and classroom material fees.



On the Course Catalog page, you can:

- View a course's description (including dates, locations and pricing) by clicking its name in the list.
- Register for the course by clicking the "Register for this Class" button at the bottom of the page.
- Print the course information by clicking the printer icon in the upper-right corner.

HINTS AND TIPS

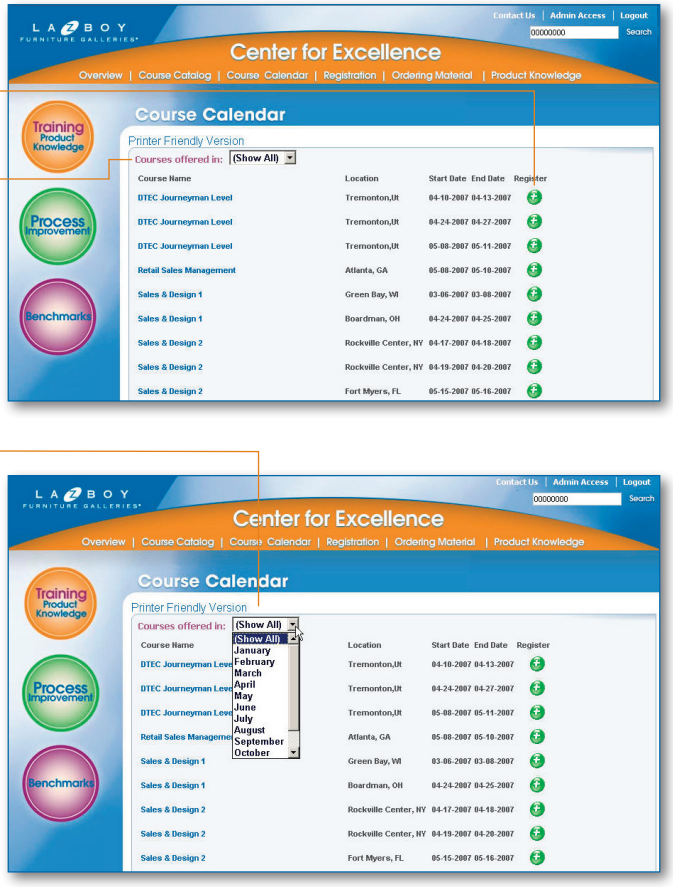
You also can register for courses or purchase training materials by clicking the "Registration" link in the upper navigation. This link takes you directly to the registration page, bypassing the course information page.

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The Course Calendar

The Course Calendar page lists scheduled courses by date. On the Course Calendar page, you can:

- Register for a course by clicking the "green plus" button.
- View all courses scheduled for a specific month by selecting a month from the "Courses offered in:" drop-down menu.
- See all scheduled courses by selecting "(Show All)" from this same drop-down menu.

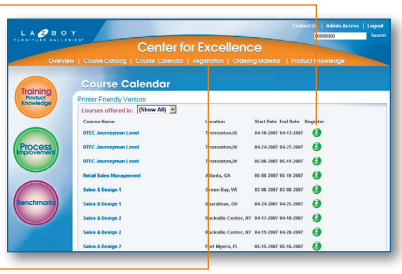


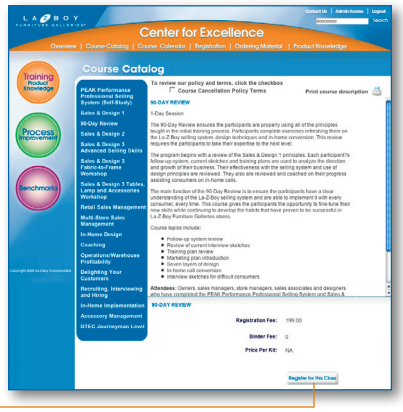
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Registering For Courses

You can reach the Registration page in three ways:

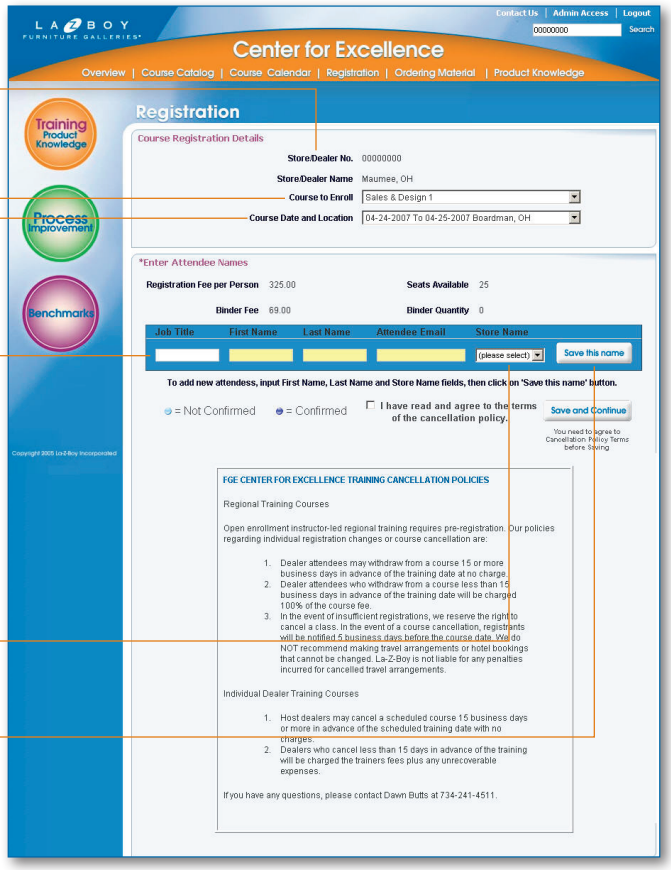
- Click the "Register for this Class" button at the bottom of any course description page in the "Course Catalog" area.
- Click the "green plus" button in the "Course Calendar" area.
- Click the "Registration" link in the upper navigation.





To register for classes:

1. Confirm that your store number and name are accurate.
2. Ensure that the correct course is selected in the "Course to Enroll" drop-down menu.
3. Choose a course date from the "Course Date and Location" drop-down menu.
4. Register attendees by entering titles, first and last names and e-mail addresses in the text boxes.
5. Select a location from the "Store Name" drop-down menu.
6. Click the "Save this name" button.

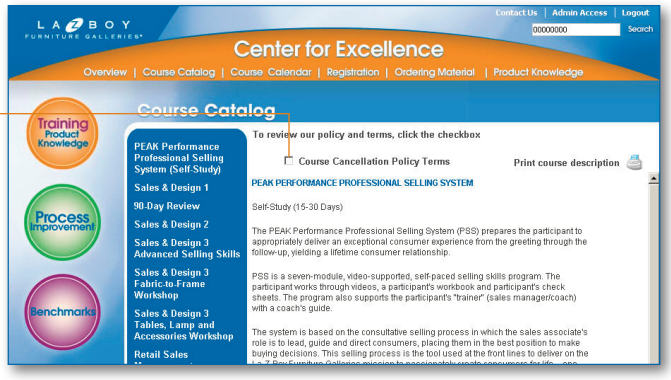


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7. Indicate that you have read the course cancellation policy by checking the appropriate box.

8. Click the "Save and Continue" button at the bottom of the page.

9. Confirm your registration and final price on the next page.



Ordering Course Materials

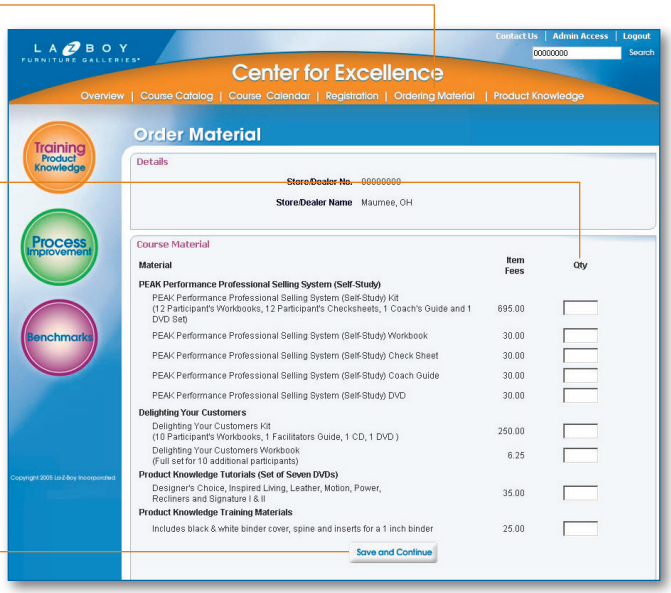
To order course materials:

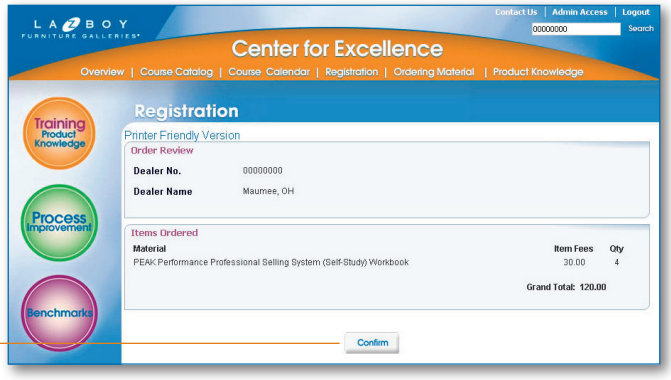
1. Click the "Ordering Material" link in the upper navigation.

2. Choose desired material quantities.

3. Click the "Save and Continue" button when you are finished.

4. Confirm your order and final price on the next page.





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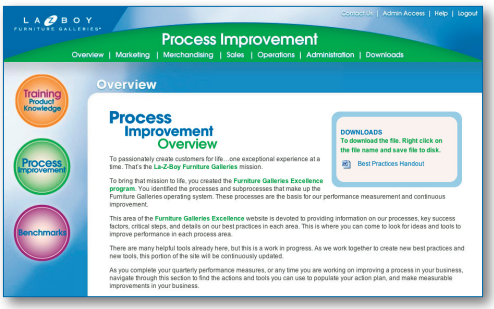
Introduction

This area of the Web site provides information on improving your performance in each process area and making measurable improvements to your business.

On the upper navigation bar in the Process Improvement section, you'll find:



- The **Overview** link, which takes you to the first Process Improvement page.



- **Marketing, Merchandising, Sales, Operations and Administration** links, which allow you to learn more about improving your store's benchmarks.

- The **Downloads** link, which takes you to a collection of downloadable files that can be used to initiate, track, maintain and evaluate your process improvement courses.

TAKE NOTE

Each Process Improvement section – Marketing, Merchandising, Sales, Operations and Administration – contains three navigational levels:

- A secondary navigation appears beneath the Process title.
- The third-tier navigation appears under the secondary.



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Downloads

The Process Improvement area includes a number of downloadable documents from the following categories:

- FGE User Guide
- Connections Newsletter Archive
- Preparation and Delivery
- Selling System
- Product Knowledge Training Package
- Product Knowledge Training Package – French Version
- Profit Plan Development
- Human Resources Management
- In-Home Design
- Merchandising Workshop
- Process
- Process Improvement
- Promotion Planning and Management
- PR/Event Management
- Administration
- Benchmarking
- Survey Results
- Job Postings



To access these files:

1. Click "Downloads" in the upper navigation.
2. Click on a document's name to open it.

HINTS AND TIPS

The documents may be in Microsoft Word, Microsoft Excel or Adobe PDF format. To view them on your computer, you'll need to have or install the appropriate software.

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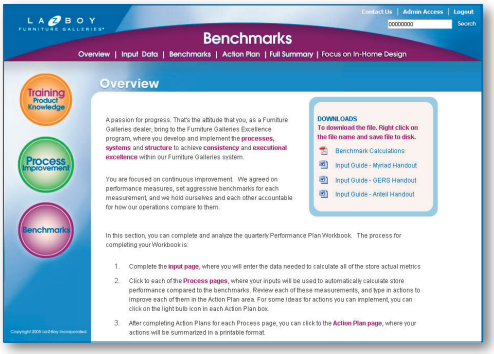
Introduction

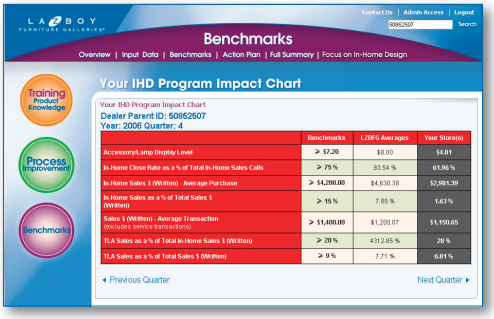
In this section, you can complete and analyze your quarterly benchmarks by entering your point-of-sale numbers and comparing the results to existing La-Z-Boy standards. Use this valuable introduction to set up your Action Plans to improve specific areas of your business performance.

On the upper navigation bar in the Benchmarks section, you'll find:



- The **Overview** link, which takes you to the initial Benchmarks page.
- The **Input Data** link, which takes you to the data entry interface.
- The **Benchmarks** link, which allows you to view benchmark data for six different categories: Marketing, Merchandising, Sales, Operations, Administration and Summary.
- The **Action Plan** link, where you can view scheduled Action Plans, sorted individually by benchmark category.
- The **Full Summary** link, which lets you view all scheduled Action Plans for all benchmark categories on one page and in one place.
- The **Focus on In-Home Design** (IHD) link, which will help you gain an understanding of how the La-Z-Boy In-Home Design Program works.



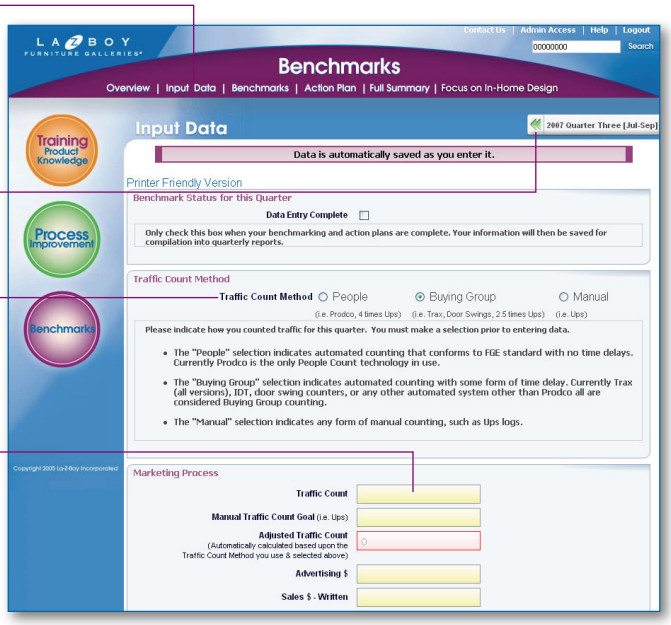


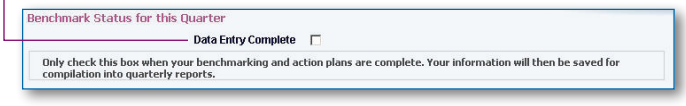
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Entering Benchmark Data

To submit your store's benchmark data:

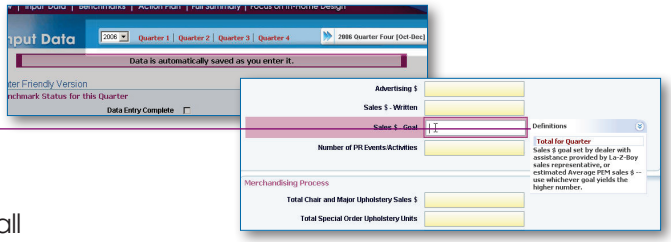
1. Click the "Input Data" link in the upper navigation to reach the data entry interface.
2. Click the two arrows in the upper-right corner to select the quarter you wish to input data for.
3. Choose a Traffic Count Method (People, Buying Group or Manual).
4. Fill in the key data fields.
5. Once the data is completely entered, check the "Data Entry Complete" checkbox at the top or bottom of the page.





To enter benchmark data for different quarters:

- As you enter benchmark data, the definition of each data point or entry box will appear to the right.
  - If an input results in a benchmark that does not fall within the FG range, a red pop up box will appear.



HINTS AND TIPS

You do not have to complete all your entries in one session, because the data is automatically saved as you enter it. If you return to change or input more data, be sure to uncheck the "Data Entry Complete" checkbox before proceeding with the steps outlined above.

If you do not have any numbers to enter into a particular box, leave the entry box empty instead of entering a zero.

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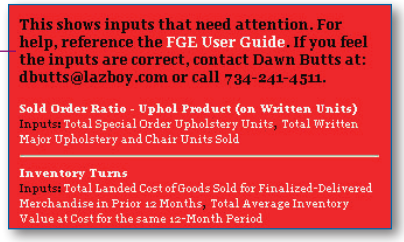
The Input Filter Feature

As a sales-building tool, benchmarks are valuable because they provide comparative data. Armed with objective feedback, we can accurately assess and identify areas for improvement, and incorporate the information into Action Plans.

However, unless the information entered into the system is accurate, the results will not be valid. This is why we have added an automatic input filter for benchmark data.

When a number is entered that falls outside the "normal" range of values for a particular field, a red pop-up box with this message appears on the page:

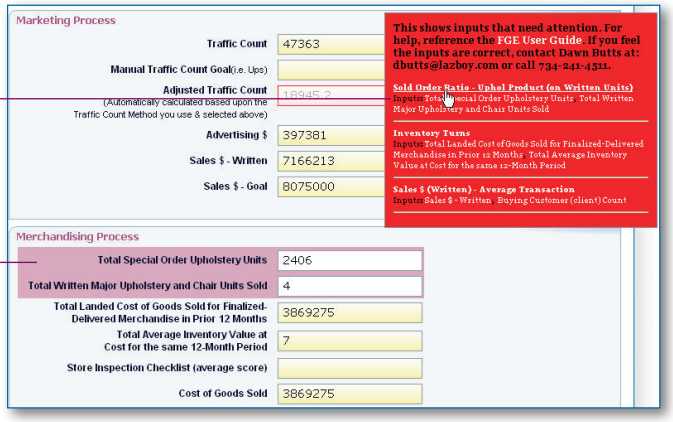
- This shows inputs that need attention. For help, reference the FGE User Guide. If you feel the inputs are correct, contact Dawn Butts at: dbutts@lazboy.com or call 734-384-6213.



This message signals that one (or more) of the values you've entered is being perceived as an error, and it provides information about the specific process in question.

Steps:

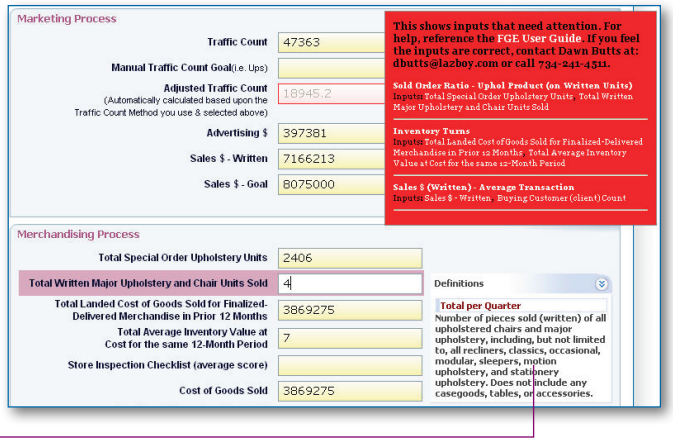
1. Uncheck the "Data Entry Complete" checkbox, if it is checked.
2. Roll your cursor over the benchmark and it will highlight the input(s) that need attention, inside the red box.
3. Click an input and your cursor will be placed in that input field.
4. Check to see if the input(s) are accurate. If not, enter the correct number and the questionable input alert will disappear.



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If you believe the number you entered is correct, review the definitions for that input to confirm that the value you are trying to enter matches the definition for that line item.

- Reviewing the definition(s) may help you clarify why there is an input error. Hint: If the definition pops up beneath the red box, use the right scroll bar to move it into view.



The red pop-up box will remain on the Input Data screen as long as there are unresolved discrepancies, because the system cannot calculate a summary for a benchmark category if it has inputs outside of the benchmark range; your benchmark report will be blank in that box.

If you still have an questionable input alert and you verify that your numbers are accurate – contact La-Z-Boy's FGE Web Site Coordinator, Dawn Butts, who will validate your data and assure it gets accepted in the system.

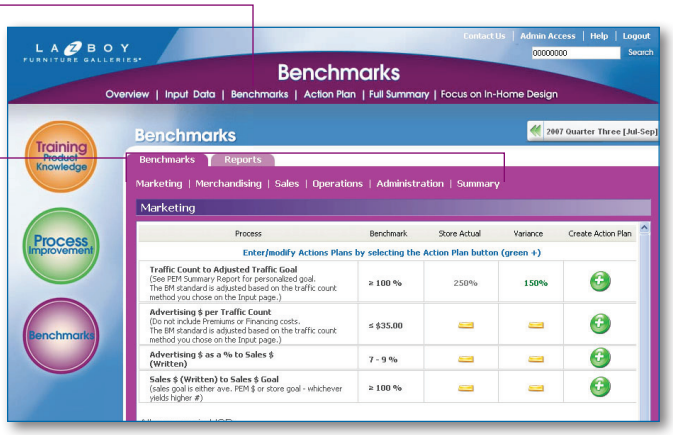
- E-mail Dawn Butts at dbutts@lazboy.com
- Or call 734-384-6213

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Understanding Your Benchmark Results

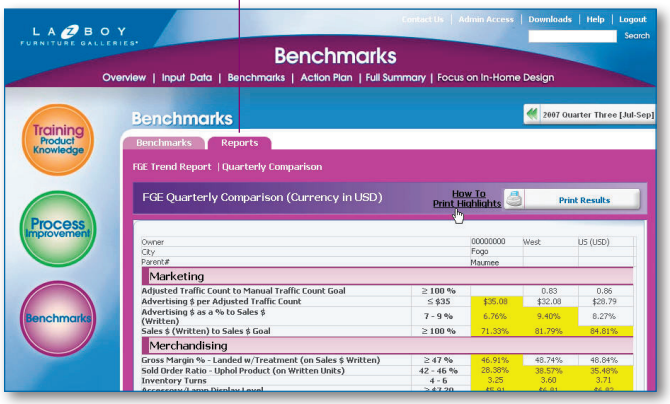
To review your benchmark results and compare them to other retailers:

1. Click the "Benchmarks" link in the upper navigation.
2. Review benchmark data for six different categories: Marketing, Merchandising, Sales, Operations, Administration and Summary.
3. Switch between the categories by clicking the appropriate tab.



4. Review a full trend report under the "Reports" tab.
5. View quarterly comparison report under the "Reports" tab.

   - To print your quarterly comparison report with the highlighting, click on the "Tools" menu, select "Internet Options," choose the "Advanced" tab, and check the "Print Background Colors and Images" checkbox under the printing section.



Comparing your benchmark results to the variance helps identify which areas need improvement during the next quarter. To improve these areas, you need to establish Action Plans.

HINTS AND TIPS

To view all categories as a summarized report, click the "Summary" tab from within the Benchmarks section or click the "Full Summary" link in the upper navigation.

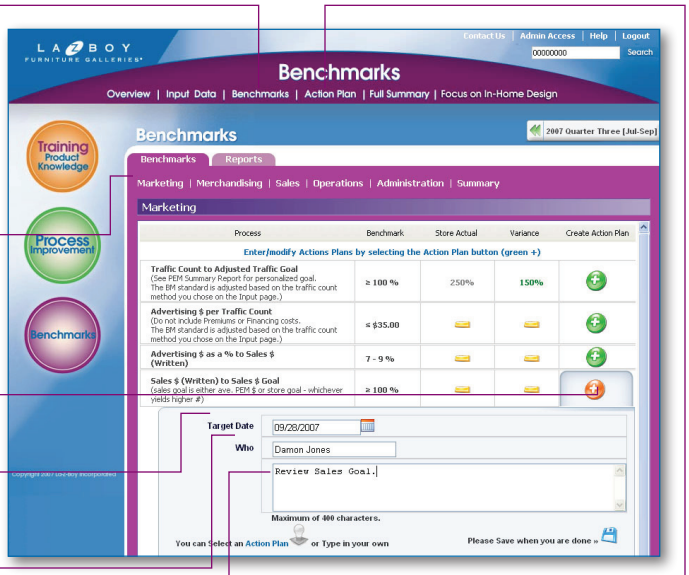
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How To Start An Action Plan

An Action Plan describes the course of action you intend to take to improve your performance in specific benchmark areas. The plan can be developed solely by you, or you can adopt preconceived plans. However you choose to approach your Action Plan, consider it a roadmap to making measurable improvements over the next quarter.

To institute an Action Plan:

1. Click the "Benchmarks" link in the upper navigation.
2. Choose a process page by clicking its respective tab.
3. Click the "green plus" button at the right side of any process row.
4. Provide the Target Date for completion.
5. Indicate who the task has been assigned to.
6. Supply a description of your Action Plan.

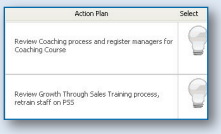


To view a summary of your Action Plans, click the "Action Plan" link in the upper navigation.

HINTS AND TIPS

Instead of typing your own ideas into the Action Plan's text box, you can select an existing plan. To do this:

1. Click the "light bulb" icon.
2. Select an Action Plan from within the pop-up window.
3. Save your progress by clicking the "blue disk" save icon.



If you type in your own ideas, and then select an Action Plan from within the "light bulb" pop-up, your original text will be deleted.

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