

Norwood Textiles

# Annual Report

Prepared by Dr. A

Dr. A  
9/9/2007

## **Introduction**

Noblewood Textiles, Inc., with Noblewood Textiles, San Pietro, California, as its sole outlet, was founded October 19, 1993 by Selina Martinez and Mariela Pimuela.

## **Goal**

The goal of Noblewood Textiles is to supply unusual fabrics and fibers to sewers, knitters, weavers and fabric artists. Since 2003, the company has also included sewing patterns and quilting books in its retail listings.

## **Company Philosophy**

The Noblewood Textiles philosophy is summarized in two words: fine quality. This philosophy is demonstrated by a clean, attractive, well-organized salesroom, a large inventory of textiles and supplies, and knowledgeable, enthusiastic employees. Through this quality service, Noblewood Textiles maintains a loyal clientele, benefits from volume sales, and continues to give customers the finest prices possible. Noblewood Textiles has become one of the largest and finest textile outlets in the San Diego area. Our goal is to become one of the finest textile retailers in California.<sup>i</sup>

## **Organization**

Noblewood Textiles Retail Sales, Inc., consists of a Board of Directors, store management, and store personnel.

## **Board of Directors**

The main purpose of the board is to provide policy and direction to Noblewood Textiles. The board of directors is made up of the following:

Chairman of the Board and Chief Executive Officer .....	Edward Reeder
Financial Officer .....	Tom Hempstead
Associate Member .....	Mariela Pimuela
Associate Member .....	Philippa Ruffolo
Associate Member .....	Carey Judge
Associate Member .....	Alessandra Seiter

## **Store Management and Personnel**

Store Manager, Alessandra Seiter, directs the overall store operations and the implementation of policy as established by the Board of Directors. Assistant Manager, Freida Skinner, oversees the knitting and weaving department and assists the management in the overall operations.

Assistant Manager, Lola Morgan, oversees the sewing and quilting department and manages special orders. Publicist, Susan Kane, handles all print, radio, and television advertisements and supervises the in-store demonstrations. Other store personnel include sales personnel and stock clerks.

### **Autograph Signings**

Noblewood Textiles initiated this year's autograph signing parties on March 15 to honor local quilter, Haley McDonnell. A former judge for the National Juried Quilt Show, Ms. McDonnell was on hand to autograph her new book, *Quilts for Special Occasions*, published by Silver Needle Press.

### **Children's Knitting Hour**

Noblewood Textiles sponsored the Children's Knitting Hour every Friday from 2:00 to 3:00 p.m. at the main store. Each month local fiber artists participated. Last month, Stella Torres taught children to knit wool pot holders. Parents attending the story hour with their children received a coupon worth 10% off any purchase at Noblewood Textiles.

### **Summer Fiber Art Festival**

Noblewood Textiles and the Santa Reina Parks district sponsored a Summer Fiber Arts festival. Artists from four counties participated in a series of outdoor exhibits and were eligible to participate in a drawing for over \$700 in fabric, yarn, and supplies at Noblewood Textiles. The drawing was held August 10. Information concerning the festival was available on the company's Web site.<sup>ii</sup>

### **Home Delivery**

People who need fabric or fibers to continue a project for which they failed to purchase enough supplies can take advantage of the company's new home delivery service. Regular customers (three purchases in a six-month period) call or e-mail to specify the stock number (which, for all items purchased at Noblewood Textiles, can be found on the sales receipt). A representative from the store makes a free delivery to the customer's home and the store bills the customer for the merchandise. We find and deliver products within three working days at no extra charge.

### **Sales Forecast**

This has been an excellent year of growth for Noblewood Textiles. Our floor space has increased from 22,500 to 30,800 square feet with the addition of the south wing and the

rearrangement of our administrative offices. In addition, retail sales of quilting supplies have expanded by 12% since last year.

The following table summarizes sales totals for the past six months and provides projections for the rest of the year.

<b>Department</b>	<b>January- June</b>	<b>Projected July- December</b>
<b>Embroidery</b>	\$100,000	\$120,000
<b>Garment</b>	\$75,000	\$100,000
<b>Quilting</b>	\$120,000	\$140,000
<b>Yarn</b>	\$150,000	\$180,000

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<sup>i</sup> Our major, statewide competitor continues to be Boardman Fabrics, which has five retail outlets.

<sup>ii</sup> The Noblewoods Web site is currently hosted by NetMind Solutions, but that may change in the coming year.