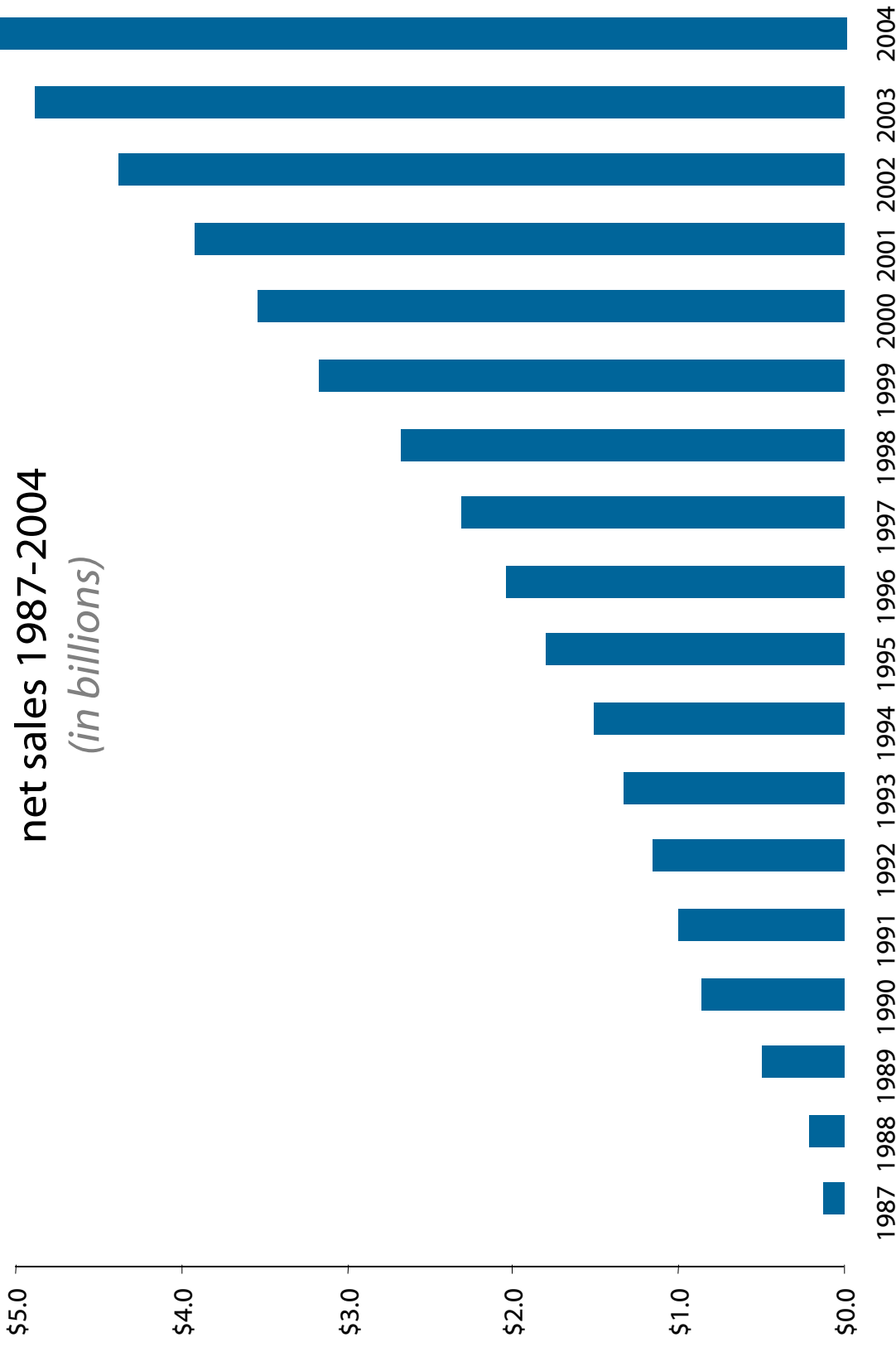
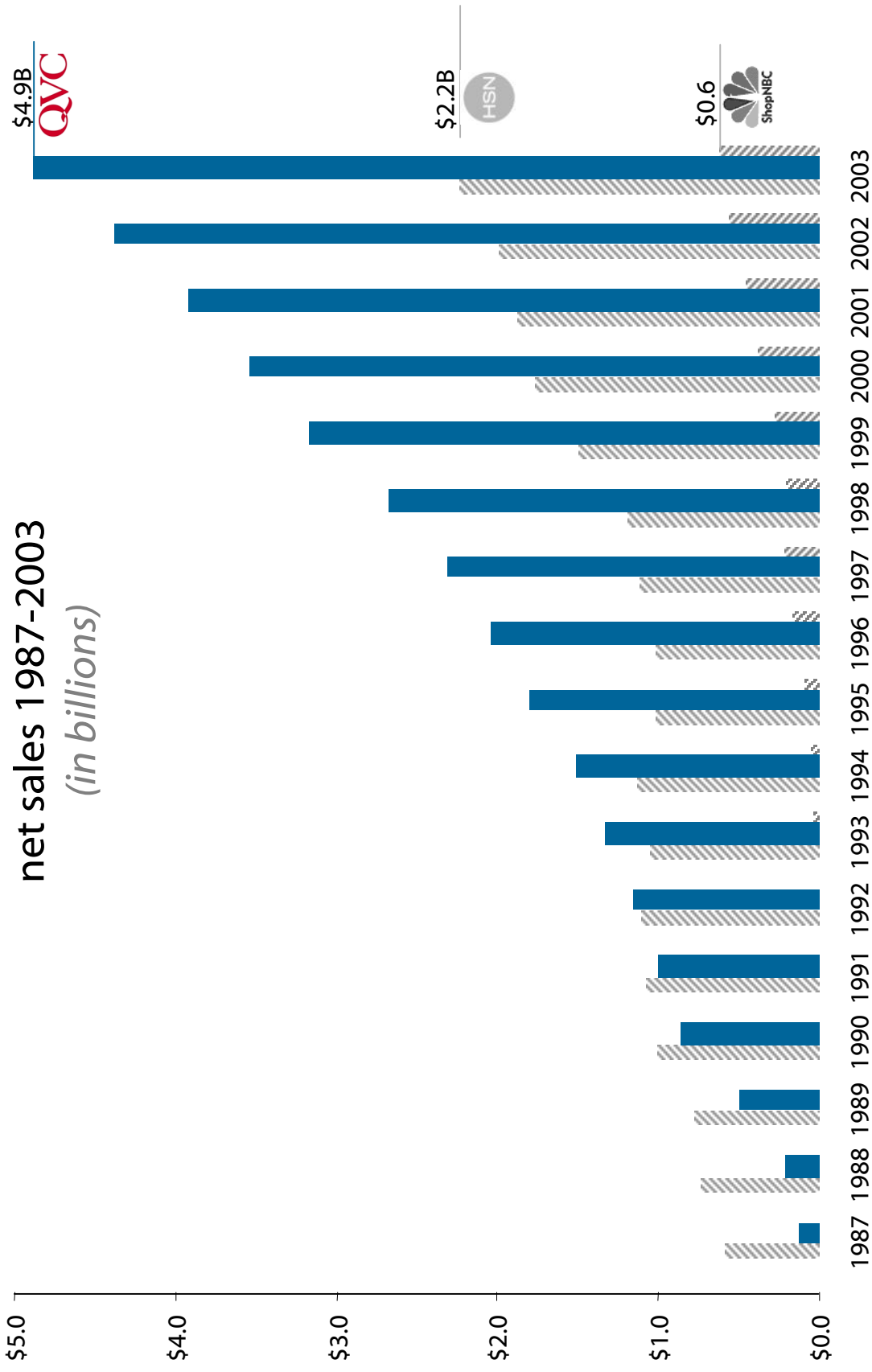


CHANGING CHANNELS:

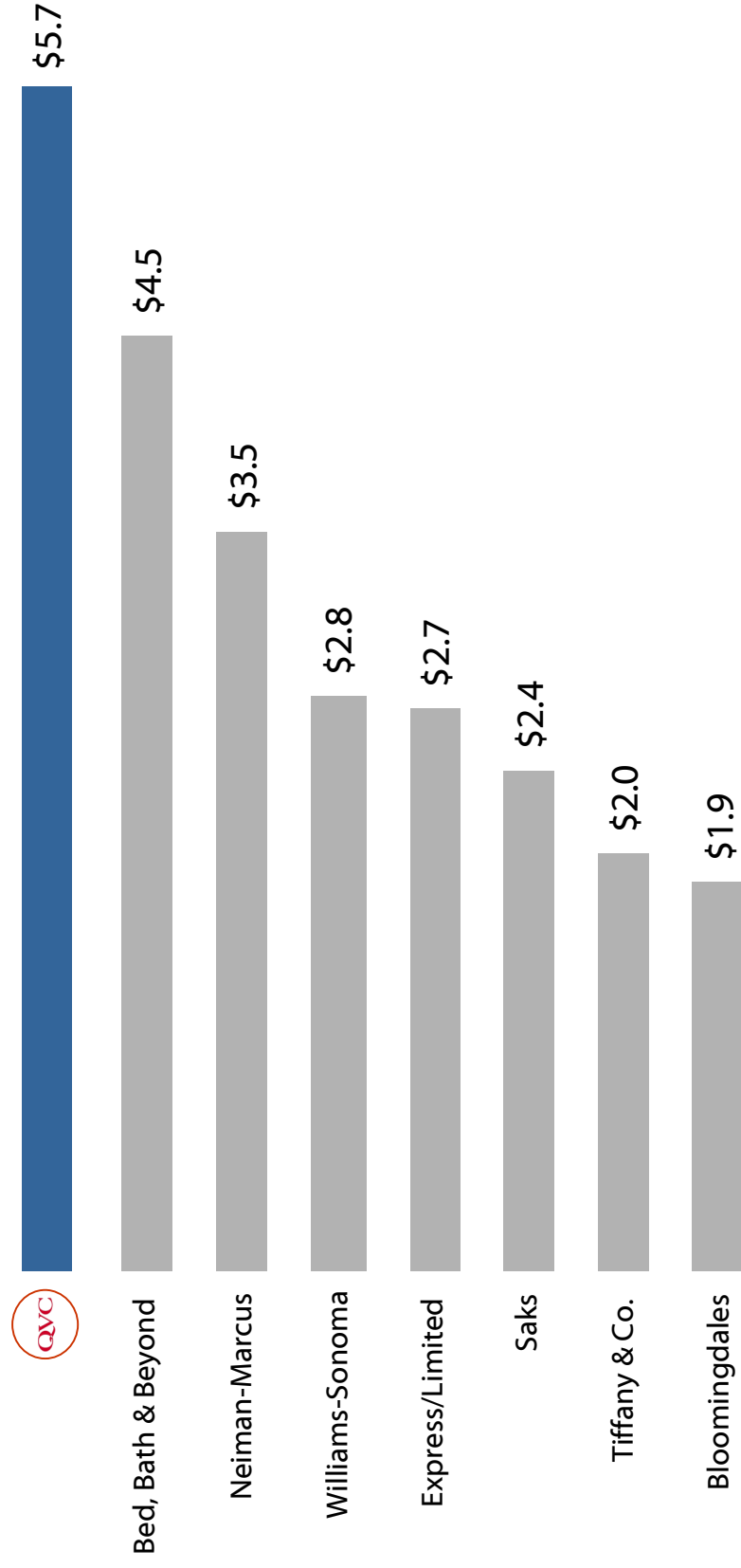
how progressive brands are
leveraging **qvc** to reach the new
multi-channel consumer





comparison to other retailers

(2004 sales in billions)



top internet retailers
general merchants
ranked by 2004 online sales

1  amazon.com.

2  JCPenney

3  QVC

4  SEARS

5  BEST BUY

top u.s. tv networks
ranked by 2004 u.s. revenue

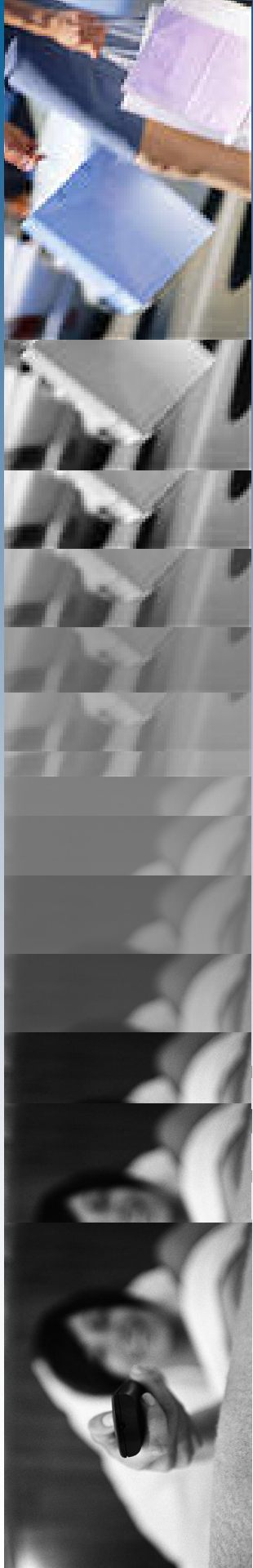
1 

2 

3  QVC

4  abc

5  ESPN



qvc... a multi-channel retailer



4 ^{u.s. distribution centers}

4 u.s. distribution centers: rocky mount, nc; suffolk, va; lancaster, pa; west chester, pa

97,246,682 ^{items}

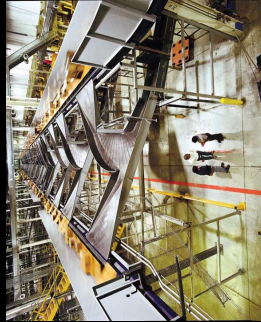


delivered to

7,177,000



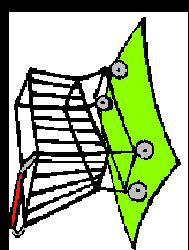
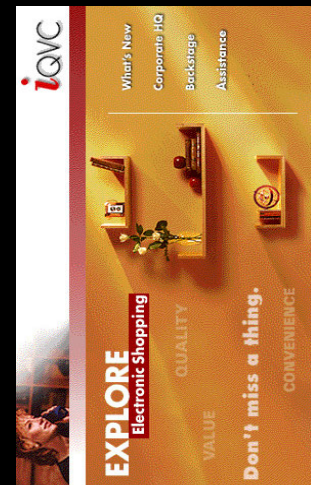
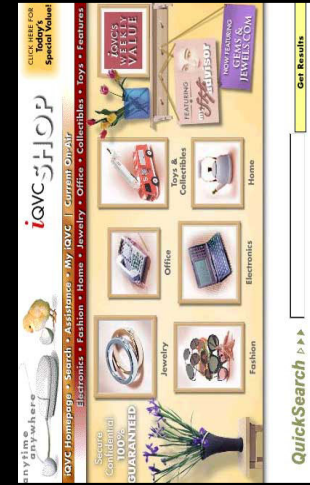
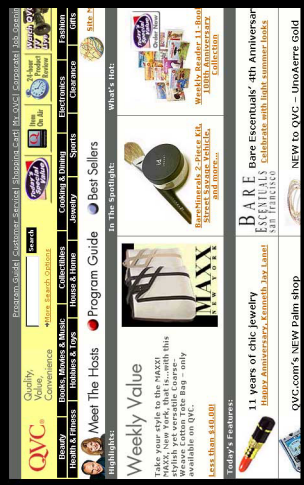
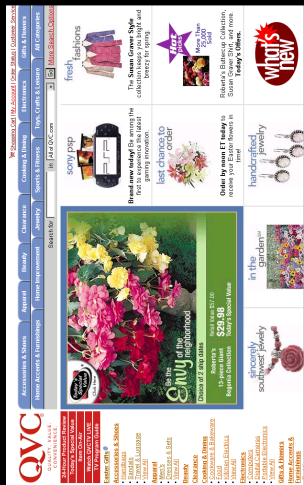
u.s. addresses



3.1 ^{items per second}

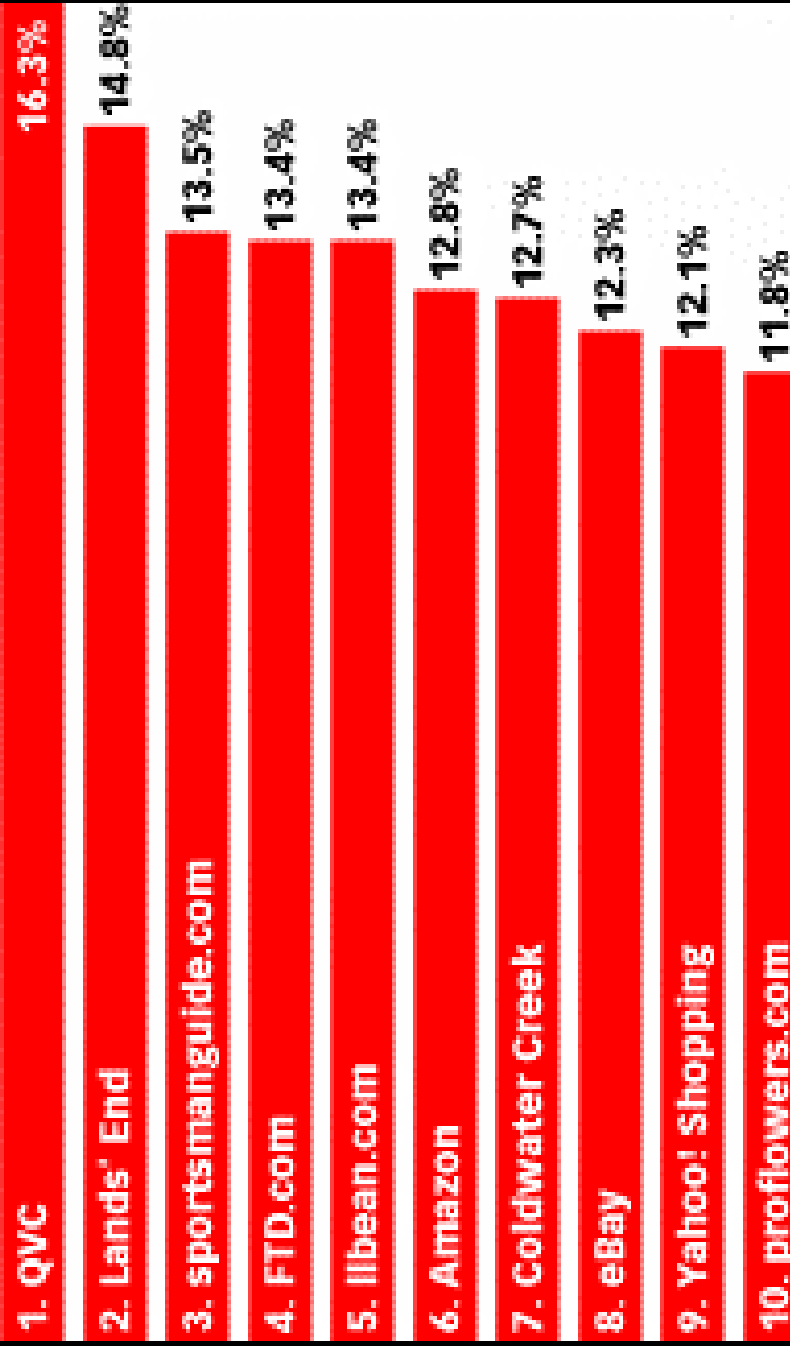
3,700,000 unique visitors per / month
 16% conversion rate
 > 200 drop ship vendors

QVC.com launched Sept 1994: homepages 1994, 1995, 1998, 2005



conversion rate

Top 10 US Online Retailers, Ranked by Sales Conversion Rate, February 2005



Source: Nielsen//NetRatings, April 2005

064009 ©2005 eMarketer, Inc.

www.eMarketer.com



on-air

- national live broadcast 24/7
- presenting one item at a time
- *creating* demand

online

- vast selection in real-time inventory
 - shop by category/brand/item/occasion
 - *answering* demand
- 55%** off-air product
- 17%** of u.s. business



T-COMMERCE

E-COMMERCE

customer
privacy

database
technologies

order entry
systems

CS staff and
standards



T-COMMERCE

highly-
edited
choices

creates
demand

impulse-
driven

narrow &
deep

choice

demand
dynamics

merchandise
categories

inventory
implications

E-COMMERCE

breadth
of
category

answers
demand

considered
purchases

broad &
shallow



T-COMMERCE

on-air
products
only

contained
fulfillment

telephone

passive

merchandise

inventory
management

ordering
options

consumer
activity

E-COMMERCE

QVC
& more

dropship

computer

interactive

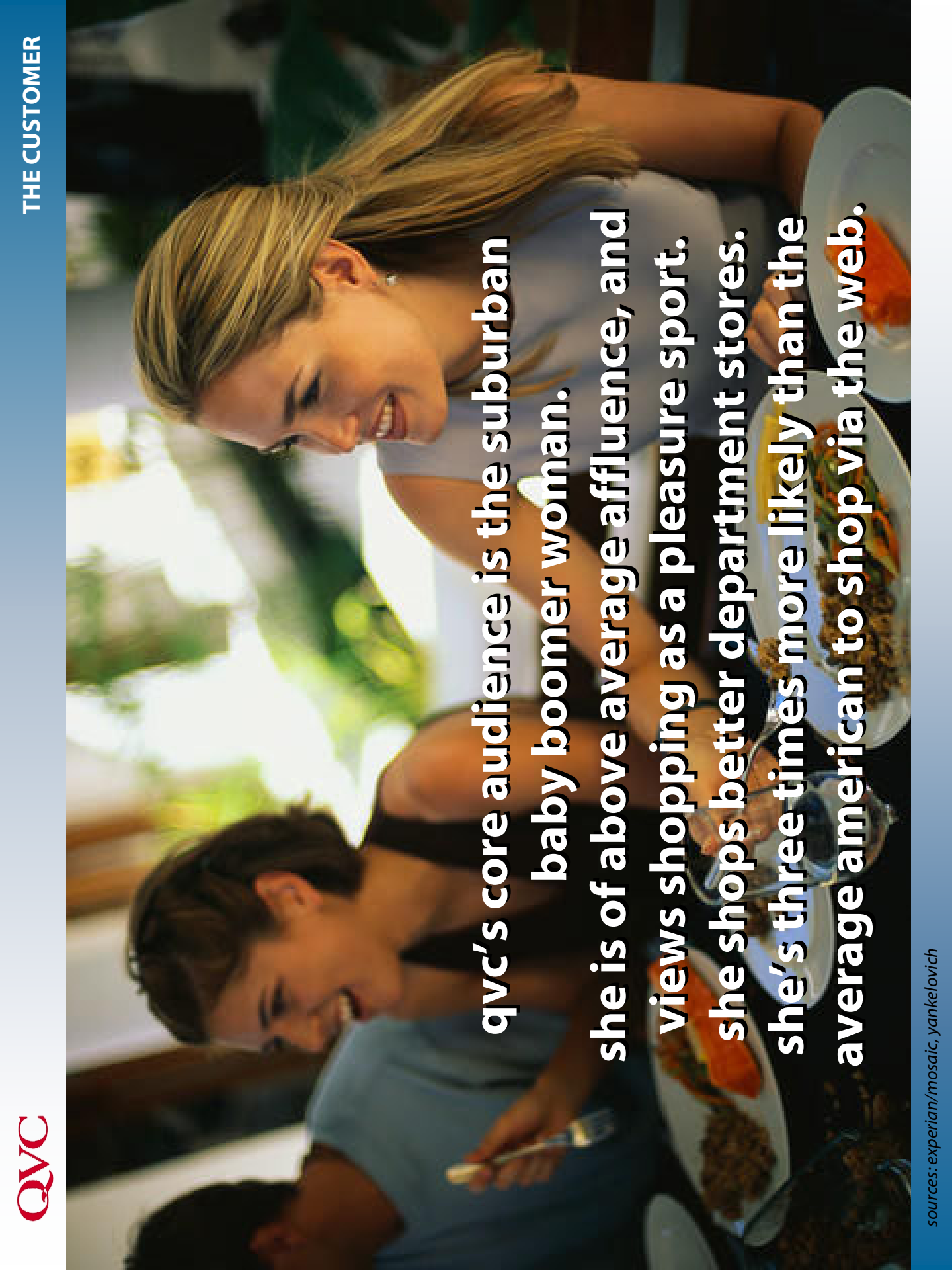




meet the boss.

THE CUSTOMER





qvc's core audience is the suburban baby boomer woman. she is of above average affluence, and views shopping as a pleasure sport. she shops better department stores. she's three times more likely than the average american to shop via the web.



underpromise,
overdeliver.

the backyard
fence.

price integrity.

one brand, one
message, one voice.

strict
confidentiality.

**“qvc is not in
the business of
selling items.**

**“qvc is in
the business of
pleasing”
customers.”**

- darlene daggett, president us commerce

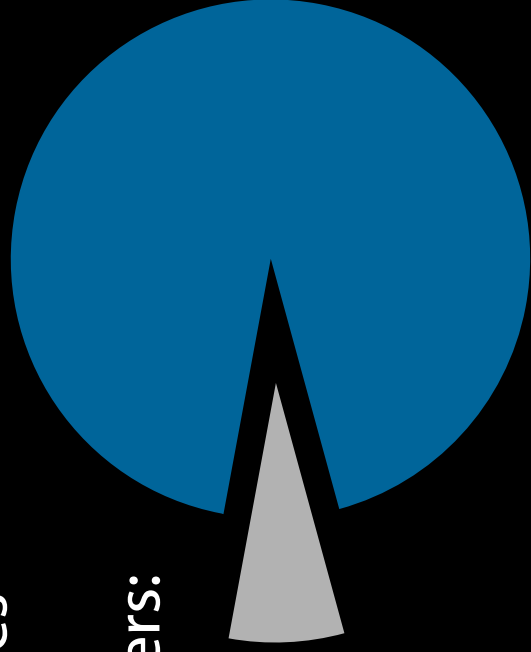


percent of qvc's
annual u.s. revenues
derived from
one-time customers:

7%

percent of qvc's
annual u.s. revenues
derived from
repeat customers:

93%





Welcome to Jos. A. Bank Clothiers





- demographics
- site history
- online vs. retail business





why partner with catalogers and
online retailers?

2 opportunities: on-air & online



on-air

- item business
- pleasure shopping
- highly demonstrable
- differentiated from regular retail channels
- volatile peaks and valleys



online

- broader offering
- destination shopping
- considered purchase
- predictable buy anytime volume



- build meaningful assortment quickly and efficiently
- create brand experience within trusted environment
- partner with proven drop ship experts
- provide customers categories not in on-air mix



why partner with qvc?

“QVC is the department store that never sleeps.”

New York Times 12.07.04

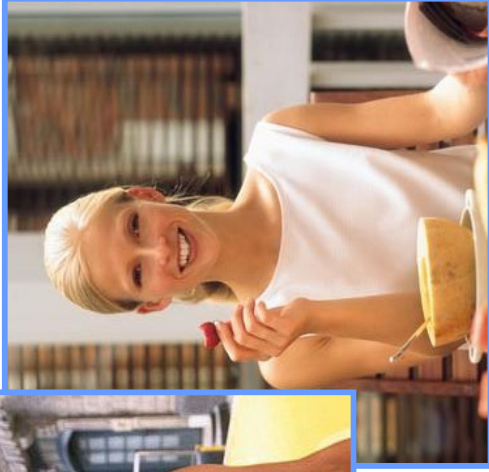
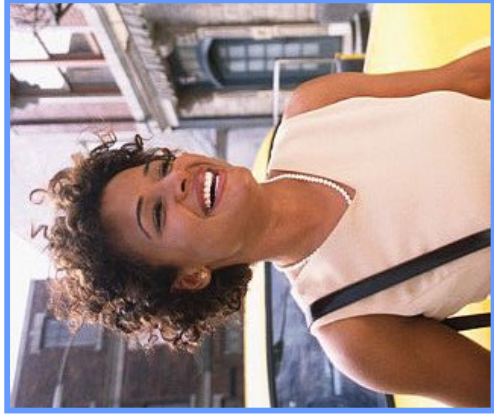
January 2004

 **BizRate.com**[®]

200 Circle of Excellence
4 And the Winners Are...



QVC



- third largest online retailer
- strong brand recognition
- industry leader in customer service and experience
- loyal customer base



**JOS. A.
BANK**

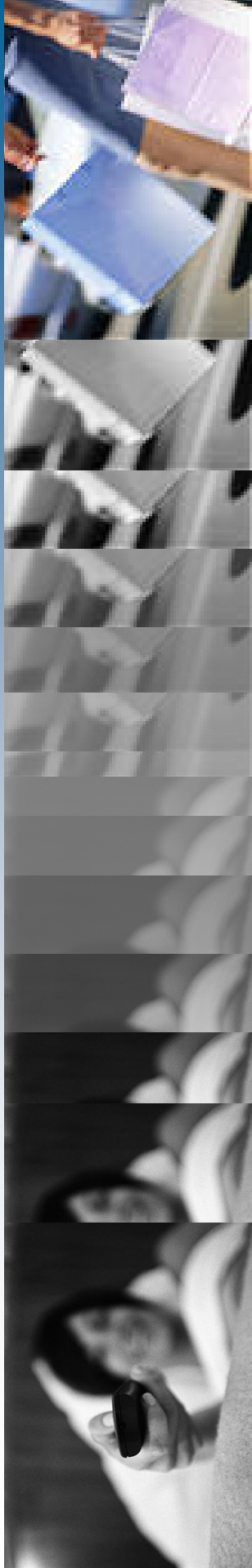
ESTABLISHED 1895

Get a crisp tailored look
with lightweight cotton
seersucker suits



Shop with
Confidence

- shared commitment to quality
- access to new customer base
- committed to accurate brand portrayal
- increased brand awareness



how does the deal work?

QUALITY. VALUE.
CONVENIENCE.

Search for in [More Search Options](#)

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Apparel

Home Improvement

Beauty

Jewelry

Clearance

Sports & Fitness

Cooking & Dining

Toys, Crafts & Leisure

Electronics

Gifts & Flowers

Shopping Cart

	<p>A1311186 Jos A Bank Houndstooth Traveler Point Collar Shirt Big/Tall Lt Blue H'tooth/17/37 Tall</p>	<p>options</p> <p><input type="text" value="1"/></p>	<p>\$62.25</p>	<p>\$2.36</p>	<p>\$64.61</p> <p>delete</p> <p>save to list</p>
	<p>A130844 Jos A Bank Signature Silk Polo Cream/Large</p>	<p>options</p> <p><input type="text" value="1"/></p>	<p>\$59.75</p>	<p>\$2.36</p>	<p>\$62.11</p> <p>delete</p> <p>save to list</p>
	<p>A131600 Jos A Bank David Leadbetter Slider Golf Pants Khaki/34/34</p>	<p>options</p> <p><input type="text" value="1"/></p>	<p>\$89.50</p>	<p>\$5.22</p>	<p>\$94.72</p> <p>delete</p> <p>save to list</p>

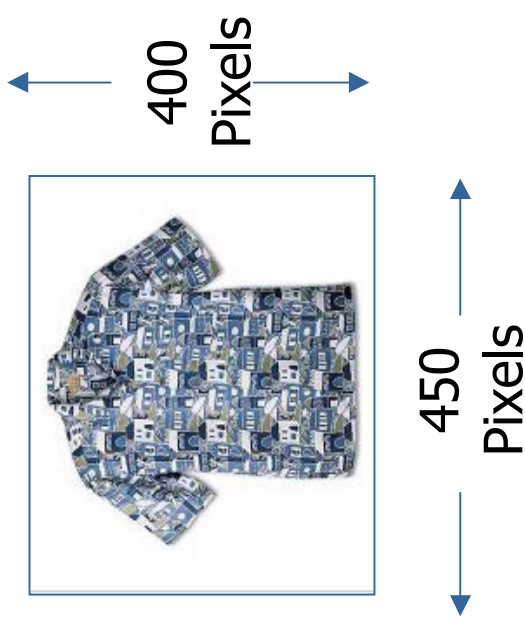
- total experience lives on qvc
- qvc customer service
- leverages vendor inventory



The screenshot shows the top portion of the Commerce Hub website. On the left, the "commerce hub" logo is displayed. To its right is a navigation menu with links for "Company", "Customers", "Solutions", "Products", "News", and "Support". Further right are buttons for "LOGIN", "CONTACT", and "HOME". The main content area features a large blue banner with a smiling woman in a headset and an open cardboard box. The text on the banner reads "The Leader in Drop-Ship Commerce" in large yellow letters, followed by "COMMERCEHUB PROVIDES WORLD-CLASS SUPPLY CHAIN MANAGEMENT TO INDUSTRY-LEADING RETAILERS & SUPPLIERS" in white, and the "QVC" logo in red. At the bottom of the banner, it says "OUR SOLUTIONS: Drop-Ship Solutions : Bulk-Ship Solutions : System Integration".

- commerce hub middleware platform
- qvc packing slip downloaded
- qvc ups shipper id

- supply product images, descriptions and pricing
- provide inventory daily
- receive orders daily
- pick, pack and ship
- confirm shipment within 48 hours



Product Detail


Item Number A133083
Jos A Bank Herringbone Silk Blue Village Shirt

QVC Price \$69.75
Shipping and Handling \$4.72
Save! Buy two or more and save on S & H. [Click here for details.](#)

Relaxed, fluid herringbone silk looks and feels spectacular in this blue and white tropical print shirt. Generously cut. Coconut button. Button loop at the neck. Split tails. From Jos. A. Bank.

Blue Village. S, M, L, XL, XXL.
 100% silk. Hand wash.
 Made in China.

[info](#)
[About Jos. A. Bank](#)
[Sizing](#)

	WEBMASTER/QVC@QVC	To:	CAROL SNYDER/QVC@QVC
VC	Ext:	cc:	
04/13/2005 07:37 PM	Subject: QVC: Your Order(s) Has Shipped		

Thank you for shopping with QVC. This email is confirmation that following item(s) was shipped on Wednesday, Apr 13, 2005.

Order Number	Order Date	Item	Qty	Description
2952273289	Sun, Apr 10, 2005	A09903	1	Multiplicity Street Sweater Pale Grey





what's the process?



- evaluate the “match”
- review operational set up and contract
- review content and image requirements
- determine breadth of assortment
- quality assurance
- “build” product

QVC.com Online Shopping Integration Project Plan

Project Start: Fri 7/9/04
Project Finish: Wed 10/13/04

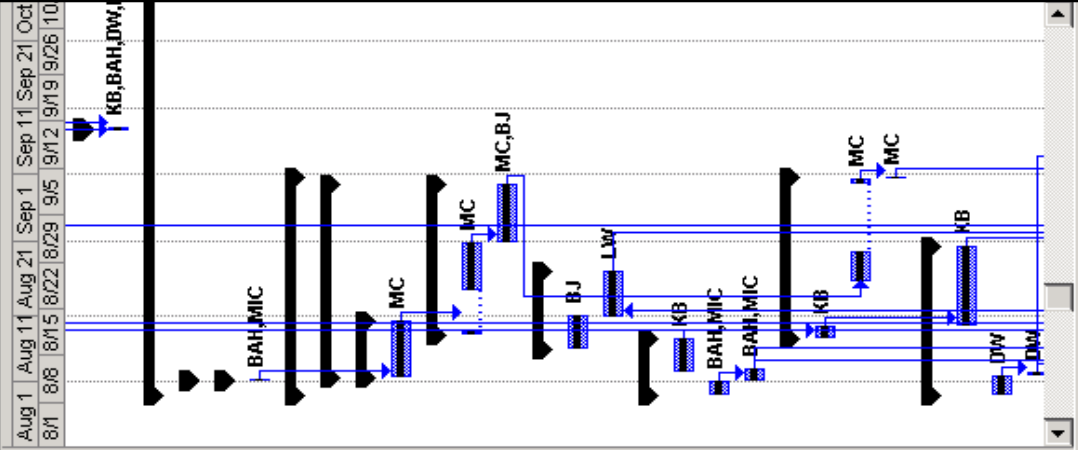
Tasks

ID	Task Name	Duration	Start	Finish	Resource Names	% Complete
0	QVC.com Online Shopping Integration Project Plan	67.88 days	Fri 7/9/04	Wed 10/13/04		94%
1	Initiation	4 days	Fri 7/9/04	Wed 7/14/04		100%
2	Concept Proposal	2.5 days	Fri 7/9/04	Tue 7/13/04	Jerry Deboer, Pete Zophy	100%
3	Steering Committee/CIO Approval	0.5 days	Wed 7/14/04	Wed 7/14/04	Gary Merry, Neal Black, Bob Hensley, Dave Ullman	100%
4	System Concept Development	0.75 days	Mon 7/26/04	Mon 7/26/04		100%
5	IT Project Request Approval by CIO, Project Sponsor, Dir. Sys Applications	0.25 days	Mon 7/26/04	Mon 7/26/04	Gary Merry, Pete Zophy, Cindy Walker, Bonnie Luzi	100%
6	Develop High Level Process Models/Data Models/Concept of Operations	0.5 days	Mon 7/26/04	Mon 7/26/04	Cindy Walker, Bonnie Luzi, Karen Benson, Ben Herring, Debra Warfield, Bob Jochum, Lisa Brown, Pete Zophy	100%

QVC.com Online Shopping Integration Project Plan

177	User Notification	0.2 hrs	Fri 9/3/04	Fri 9/3/04	Cindy Walker,Karen Benson,Ben Herring,Debra Warfield,Bob Jochum	100%
178	Shipping Clippership Systems	0.5 days	Thu 9/16/04	Thu 9/16/04		100%
179	Shipping Clippership System Configure Production Systems	4 hrs	Thu 9/16/04	Thu 9/16/04	Bob Jochum	100%
180	User Training	1 day	Thu 9/16/04	Fri 9/17/04	Cindy Walker,Karen Benson,Ben Herring,Debra Warfield,Bob Jochum	100%
181	Train Shipping Employees on QVC Shipping Process	4 hrs	Thu 9/16/04	Thu 9/16/04	Bob Jochum	100%
182	Train Pcking Employees on QVC Packing Process	4 hrs	Fri 9/17/04	Fri 9/17/04	Bob Jochum	100%
183	Installation of hardware	1.6 hrs	Fri 9/17/04	Fri 9/17/04	Cindy Walker,Karen Benson,Ben Herring,Debra Warfield,Bob Jochum	100%
184	Install software in Production	0.8 hrs	Fri 9/17/04	Fri 9/17/04	Cindy Walker,Karen Benson,Ben Herring,Debra Warfield,Bob Jochum	100%
185	Review Object Changed Audit Report	0.2 hrs	Fri 9/17/04	Fri 9/17/04	Cindy Walker,Karen Benson,Ben Herring,Debra Warfield,Bob Jochum	100%
186	File Conversion	0.2 hrs	Fri 9/17/04	Fri 9/17/04	Cindy Walker,Karen Benson,Ben Herring,Debra Warfield,Bob Jochum	100%
187	Inform Computer Operations of process changes	0.67 hrs	Fri 9/17/04	Fri 9/17/04	Cindy Walker,Karen Benson,Debra Warfield	100%
188	Post Implementation Follow Up	0.17 days	Fri 9/17/04	Mon 9/20/04		100%
189	Review Object Changed Audit Report	0.67 hrs	Fri 9/17/04	Mon 9/20/04	Karen Benson,Debra Warfield,Bob Jochum	100%
190	Complete Production Control Change Request Form - Section C	0.67 hrs	Mon 9/20/04	Mon 9/20/04	Karen Benson,Debra Warfield,Bob Jochum	100%

ID	Task Name	Duration	% complete	Start	Finish	Pre
87	<input checked="" type="checkbox"/> Build Catalog Master at QVC for Holiday	0.5 days	100%	Fri 9/17/04	Fri 9/17/04	
88	<input checked="" type="checkbox"/> JAB Send Items and Images to QVC	4 hrs	100%	Fri 9/17/04	Fri 9/17/04	86
89	<input checked="" type="checkbox"/> Development	46.88 days	90%	Mon 8/9/04	Wed 10/13/04	
90	<input checked="" type="checkbox"/> Communications Configuration	0.5 days	100%	Wed 8/11/04	Wed 8/11/04	
91	<input checked="" type="checkbox"/> Transport Protocol	0.5 days	100%	Wed 8/11/04	Wed 8/11/04	
92	<input checked="" type="checkbox"/> Configure FTP PGP Encryption connection between JAE	4 hrs	100%	Wed 8/11/04	Wed 8/11/04	
93	<input checked="" type="checkbox"/> Software Development	23.5 days	100%	Mon 8/9/04	Fri 9/10/04	
94	<input checked="" type="checkbox"/> QVC Data Feeds Master Control Program	20 days	100%	Wed 8/11/04	Thu 9/9/04	
95	<input checked="" type="checkbox"/> Build Production Form	6.5 days	100%	Wed 8/11/04	Thu 8/19/04	
96	<input checked="" type="checkbox"/> Function Development	52 hrs	100%	Wed 8/11/04	Thu 8/19/04	92
97	<input checked="" type="checkbox"/> Build Control Panel	15.5 days	100%	Wed 8/18/04	Thu 9/9/04	
98	<input checked="" type="checkbox"/> Execution Automation Development	48 hrs	100%	Wed 8/18/04	Tue 8/31/04	96
99	<input checked="" type="checkbox"/> Notifications Development	24 hrs	100%	Tue 8/31/04	Thu 9/9/04	98
100	<input checked="" type="checkbox"/> QVC Packslip Application	9.5 days	100%	Mon 8/16/04	Fri 8/27/04	
101	<input checked="" type="checkbox"/> Develop PC application to print QVC Packslip	40 hrs	100%	Mon 8/16/04	Fri 8/20/04	
102	<input checked="" type="checkbox"/> Develop QVC Packslip files from PICKGEN & Void reprint	40 hrs	100%	Fri 8/20/04	Fri 8/27/04	13:
103	<input checked="" type="checkbox"/> Catalog Master Data Feed	6.13 days	100%	Mon 8/9/04	Tue 8/17/04	
104	<input checked="" type="checkbox"/> Catalog System Development	24 hrs	100%	Thu 8/12/04	Tue 8/17/04	
105	<input checked="" type="checkbox"/> Parse TEXT to Tab Delimited	16 hrs	100%	Mon 8/9/04	Tue 8/10/04	
106	<input checked="" type="checkbox"/> Transfer FTP Tab Delimited from App Server to QVC/CH	16 hrs	100%	Wed 8/11/04	Thu 8/12/04	10:
107	<input checked="" type="checkbox"/> Inventory Data Feed	17.48 days	100%	Tue 8/17/04	Fri 9/10/04	
108	<input checked="" type="checkbox"/> Catalog System Development	16 hrs	100%	Tue 8/17/04	Thu 8/19/04	10:
109	<input checked="" type="checkbox"/> Parse TEXT to XML	24 hrs	100%	Thu 8/26/04	Fri 9/10/04	99
110	<input checked="" type="checkbox"/> Transfer FTP Encrypted XML from App Server to QVC/CH	4 hrs	100%	Fri 9/10/04	Fri 9/10/04	10:
111	<input checked="" type="checkbox"/> Purchase Order Data Feed	16.13 days	100%	Mon 8/9/04	Tue 8/31/04	
112	<input checked="" type="checkbox"/> Catalog System Development	56 hrs	100%	Thu 8/19/04	Tue 8/31/04	10:
113	<input checked="" type="checkbox"/> Parse XML to TEXT	24 hrs	100%	Mon 8/9/04	Wed 8/11/04	
114	<input checked="" type="checkbox"/> Transfer FTP Encrypted XML from QVC/CH to App Serv	4 hrs	100%	Thu 8/12/04	Thu 8/20/04	11:



August		<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
1	2	3	4	5	6	7
8	9	10	11	12	13	14
Week 1	QVC Kick-off 2:00 QVC Dev QVC Fall Offer Setup Begins	QVC Dev QVC Fall Offer Setup QVC Project Mtg.	QVC Dev QVC Fall Offer Setup	QVC Dev QVC Fall Offer Setup	QVC Dev QVC Fall Offer Setup	
15	16	17	18	19	20	21
Week 2	KAREN OUT QVC Dev Backslip QVC Fall Offer Setup QVC Project Mtg. Setup Test Shipping System	QVC Dev QVC Fall Offer Setup	QVC Dev QVC Fall Offer Setup Sent Test Catalog Master to QVC	QVC Dev QVC Fall Offer Setup Deb Off	QVC Dev QVC Fall Offer Audit Deb Off	
22	23	24	25	26	27	28
Week 3	SET UP HOLIDAY QVC Dev Send Fall Items & Images to QVC Test Shipping Setup Deb Off	SET UP HOLIDAY QVC Dev QVC Project Mtg. Deb Off	SET UP HOLIDAY QVC Dev QVC Holiday Setup Begins	SET UP HOLIDAY QVC Dev QVC Holiday Setup	SET UP HOLIDAY QVC Dev QVC Holiday Setup Receive Hardware	
29	30	31				
Week 4	QVC Dev QVC Holiday Setup Install Hardware Packing stations	QVC Dev QVC Project Mtg. QVC Holiday Setup				

September

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	30	31	1 QVC Dev QVC Holiday Setup Mark Off	2 QVC Test Certification with Commerce Hub QVC Holiday Setup Mark Off	3 QVC Test Certification with Commerce Hub QVC Holiday Setup Mark Off	4
5 Week 5	6 Labor Day	7 QVC Test Certification with Commerce Hub Packslip Application QVC Holiday Setup QVC Project Mtg.	8 QVC Test Certification with Commerce Hub QVC Holiday Setup	9 QVC Test Certification with Commerce Hub QVC Test Daily Cycle QVC Holiday Setup	10 QVC Test Certification with Commerce Hub QVC Test Daily Cycle QVC Holiday Setup	11
12 Week 6	13 QVC End-to-End Test From Test QVC Test Daily Cycle QVC Holiday Setup Train Packing & Shipping Employees	14 QVC End-to-End Test From Test QVC Test Daily Cycle QVC Holiday Setup QVC Project Mtg.	15 QVC End-to-End Test From Test QVC Move to Prod	16 QVC End-to-End Test From Production	17 Send Holiday Items & Images to QVC QVC End-to-End Test From Production	18
19 Week 1	20 QVC Fall Live!	21 QVC Project Mtg.	22	23	24	25
26 Week 2	27	28 QVC Project Mtg.	29	30	1 QVC Holiday Live	



merchandising strategies



L'OCCITANE
EN PROVENCE

YSL BEAUTE

LATHER

PRESCRIPTIVES

LORAC

Clientele.

BARE ESSENTIALS

Clarks
ENGLAND

petercoppola

JANET SMARTIN

N. V. Perricone, M.D.
Cosmeceuticals

THE BODY SHOP

CAULI
VINO

NAVA

SHAMELESS

Clarks
CREATING

FR

MAXX

Etienne Aigner

SAK

DOONEY & BOURKE

Elizabeth Arden

DONALD J PLINER

NAME-DROPPING

BIRKENSTOCK

SPANX

Wacoal

NAUTICA

JONES NEW YORK

ANNE KLEIN
NEW YORK

SKAGEN
DENMARK

ROSS-SIMONS

HONORA

JUDITH RIPA

THINGS
REMEMBERED

ROBERT LEE MORRIS

JOS. A.
BANK
ESTABLISHED 1903

WATERFORD

BALDWIN

COMALTA VAVC

Tupperware

KitchenAid

CRAFTSMAN

KARCHER

LE CREUSET

BOSCH

BOSE

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palm

Makeup Artist Tested, Celebrity Requested Cosmetics



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Photo Finish



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What's Hot



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Studio Secrets Revealed



Develop Your Image



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- Today's Special Value
- Item On-Air
- Watch QVCTV LIVE
- TV Program Guide

- Departments
 - ▶ Accessories
 - ▶ Activewear
 - ▶ Formal Wear
 - ▶ Outerwear
 - ▶ Pants
 - ▶ Shirts
 - ▶ Shoes
 - ▶ Sleepwear
 - ▶ Sportcoats & Blazers
 - ▶ Suits
 - ▶ Sweaters
 - ▶ Team Apparel
 - ▶ More
- Brand Shops
 - ▶ Adidas
 - ▶ Airwalk
 - ▶ Asics
 - ▶ Brooks
 - ▶ Champion
 - ▶ Converse
 - ▶ Jos. A. Bank
 - ▶ Majestic
 - ▶ Puma
 - ▶ Reebok
 - ▶ Reebok Apparel
 - ▶ Rockport
 - ▶ Saucony
 - ▶ Skechers
 - ▶ Thorlo

Shopping Cart | My Account | Order Status | Customer Ser

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BOSTONIAN
Exhibit your first-class fashion sense with traditional and modern footwear styles

Find everything you need for spring and beyond with our useful list.

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Pick your favorites among our comfortable, soft, and sturdy styles.

Shoes
Slip into distinguished comfort with in-style and classic footwear.

Getaway Style
Pack your suitcase full of wear-anywhere sportswear.

Stay stylish with NEW spring apparel, comfy loungewear, and more.

new this month
See our newest menswear added within the last 30 days.

Trends
Stay ahead of the fashion curve with ties, polo shirts, and more.

Two-Button Suits
Get back to business. This classic look has resurfaced.



QUALITY. VALUE.
CONVENIENCE.

24-Hour Product Review

Today's Special Value

Item On-Air

Watch QVC TV LIVE

TV Program Guide

Brand Shops

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- ▶ [Dennis Basso](#)
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- ▶ [Indian Moon](#)

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Apparel > **Jos. A. Bank**

The Expert in Men's Apparel



Traveler Dress Shirts

Look polished and professional in wrinkle-resistant shirts.



The David Leadbetter Collection

Inspired and worn by the world's foremost golf coach.



JOS. A. BANK
ESTABLISHED 1905

Relax in style! Find everything you need for your warm-weather getaway trip



What's New

We've just added over 140 new items for spring.



Lightweight Jackets

Shrug off wrinkles, water, and stains in these crisp classics.



Sports & Fitness > Golf Pro Shop

Stay on par all season long



Golf

Tune up for tee time with everything you need to improve your technique.



Video Games

Test your skill off the course with cool video games.



Books, Movies & More

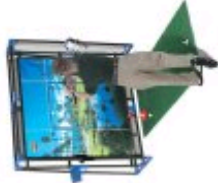
Treat your golf enthusiast to thoughtful mementos.

Be a **Master** of the Greens

1311588 + \$499.99
Tommy Armour 845 MC (Muscle Cavity) Flow Set

Put some swing in your game with the latest in golf gear and accessories

Apparel
Look your best on the links with the latest styles.



Games & Toys

Drive fun home with gameplay favorites.



Collectibles

Complete your collection with autographed items and more.

Gifts & Flowers > Dads and Grads

FOR GRADS
Your grad is going places
 Shop Luggage & Totes

FOR DADS
Help him master the greens with golf equipment
 Golf Pro Shop

Computers & Printers
 Empower your grad with tools for college or a new job.

Modern Machines
 Audio, video, and gadgetry for the Dad who loves technology.

Home Design & Decor
 Find homey touches for cozy dorms or new apartments.

Good Grade Rewards
 They've done well this year – let

Sharp Styles
 Help him look his best and save him from the mall.

Personalized Mementos
 Congratulate the Class of 2005

Tools & Grills
 They're traditional Dad gifts for a

Personalized Flair
 Accentuate his dashing style with

JOS. A. BANK
 ESTABLISHED 1905
 Classic Good Looks

JOS. A. BANK
 ESTABLISHED 1905
 Spills just whisk away on stain- and wrinkle resistant shirts & pants

- **communicate what's selling**

- stain & wrinkle resistant polos



- **current trends**

- “seersucker” - suits, sportcoats, pants & shorts



- **new product**

- stays cool suit



create synergy with brand's marketing plan

- schedule brand shop updates
- plan flow of product



- strategize peak periods
- develop promotional opportunities



JOS. A. BANK
ESTABLISHED 1905

Looking great is easier than ever

- See What's New
- Just Back in Stock
- Accessories
- Formal Wear
- Golf
- Pants/Shorts
- Shirts
- Sportcoats/Blazers
- Suits
- Sweaters
- Ties
- Find the perfect fit

This Father's Day, please the guy who matters most...yours



Click the image above to view our new Spring 2005 Jos. A. Bank online catalog

If you are having difficulty viewing this email, please [click here](#). Make sure you receive your QVC email by adding webmaster@qvcemail.com to your address book.

What do you get the man who taught you to play catch, cheered your games, and acted as your personal chauffeur? How about a stylish new look?

From finely tailored suits and dress shirts to golf clothing, sweaters, ties, and accessories—Jos. A. Bank has all a man needs to complete his wardrobe. Browse the pages of our new Jos. A. Bank online catalog. See how we've styled our outfits. Click and add the item to your shopping cart.

Like every product we sell, your Jos. A. Bank catalog purchase is backed by QVC's unconditional 30-day-money back guarantee. If you're unsatisfied for any reason, simply return the item within 30 days of receipt for a refund of the purchase price or exchange (if available).

email

Distinctive Décor: Big savings on items that'll spruce up any area. Pages 38-39.

QVCinsider

March 2005
STORIES AND SAVINGS TOO BIG FOR TELEVISION

Gal Pals

Jill and Carolyn chat about shopping, songs and what makes them laugh

Pages 6-9

Get It Together

Order select items and get free standard shipping on Fenton Art Glass

Details, pages 26-27 & 34-35

We Love Tova

She takes the Insider for a special tour of her home, then offers to make four lucky members big winners

Pages 25, 29 & 52

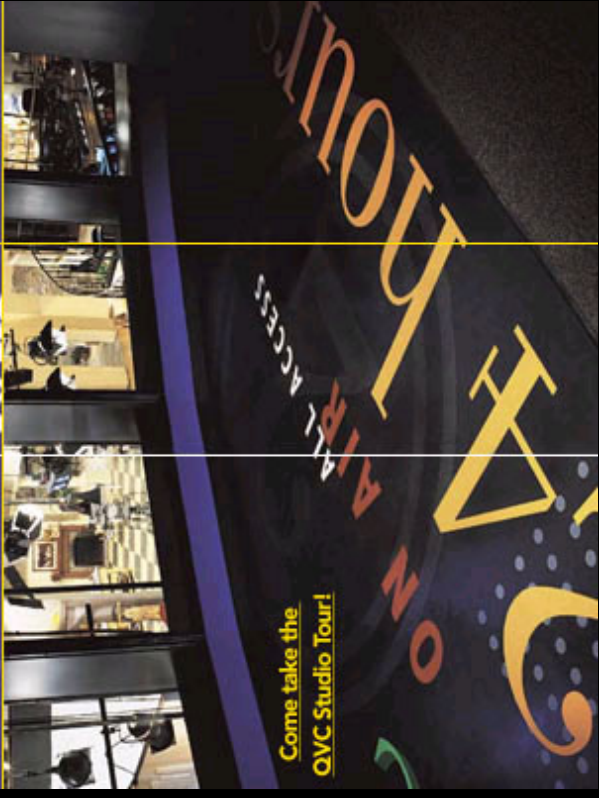
Complete March Program Guide

Begins on page 20

For Insider Members Only:
Easy Pay on Request

See page 2 for details.

QVC® studio tour



Internal Communication Database

Your online source for company:

news • goals • corporate strategies • accomplishments • organization perspective

communicate jos. a.
bank's marketing plan

- catalog drops
- father's day sale
- fall & holiday sales





...summary

benefits of merchandising on qvc.com

- page views
- merchandising talent
- leading conversion rate
- qvc customer service
- search optimization
- no click through charge
- paperless order processing & invoicing
- tv opportunity

vendor investment

- provide content & images
- supply inventory
- communicate through commerce hub
- pick, pack, ship product
- meet qvc standards



questions welcome!

CHANGING CHANNELS

welcome to real-time retailing