



# DEZZIE

*OUR LOVE IS  
MUTUAL*



# THE HISTORY OF THE COMPANY

*DEZZIE Company* was established on the basis of an existing *COTTUS* brand fishing and outdoor activities products distributing company. In 2004 it was decided to develop a new business. In 2005 *DEZZIE* pet products were introduced to the pet accessories market.

Long-standing experience of business relations with foreign producers (management of import operations, partnerships with a wide range of manufacturers, expertise in the specifics of the trade) has made it possible to develop a unique, highly competitive range of products with attractive price level, distributed all over Russian market.



# DEZZIE TODAY

*DEZZIE* employs more than 60 highly competent specialists.

The Company adjusts flexibly to the changing market, uses advanced techniques of business management and invests in a number of projects:

- Enhancement of the Company's Warehousing Complex (upgrade of warehousing software system, extension of storage facilities and improvement of its usage);
- Optimization of information processing systems;
- Participation in trade shows, organizing Company presentations for Partners throughout Russia.





# OUR ACHIEVEMENTS

- *DEZZIE* is an established leader of the Russian animal companion products market.
- *DEZZIE* is a strong competitor to top world brands.
- More than 500 original pet products.
- A wide product range including an impressive variety of products for dogs, cats, rodents, birds and fish.
- *DEZZIE* products are marked for their attractive and informative packing.
- *DEZZIE* has partnership relations with major distributors, leading retail networks and specialized pet products vendors.
- Advanced logistics facilitating round-the-clock efficient operation of the Company's Warehousing Complex.
- Owned freight carrier fleet enables timely delivery of ordered goods.
- Long-standing trust-based relationships with our Partners in major Russian cities ensure availability of *DEZZIE* products all over the country.
- *1S 8.2* record-keeping software system assures effective servicing of Clients and optimization of business processes within the Company.
- Multilevel product quality control.



# DEZZIE OFFERS:



- A range of over 3,200 items in vivid modern packing that makes our products stand out on a shelf and attracts potential buyers;
- Competitive high quality products at prices 10 to 30% below market average;
- An opportunity to secure at least 50% returns owing to attractive pricing;
- Round-the-clock trouble-free operation of our Warehousing Complex;

- Effective stock keeping ensured by barcoding of every product item;
- Timely shipping of products to clients within twenty-four hours from a confirmed order.



# OUR PRODUCT RANGE

*The product range totals over 24 series with about 3,200 items.*

## DEZZIE offers:

- vinyl, latex, rubber, plush and rope toys for dogs;
- toys and play sets for cats, rodents and birds;
- dog and cat delicacies;
- a broad variety of leashes, harnesses and collars of diverse colors and sizes;
- grooming products for animal companions;
- bowls and feeders;
- clothing and footwear for dogs;
- cages, pet carriers, bags, sleep pods, car seats;
- aquariums and accessories;
- silk plants, soft corals and grottos.

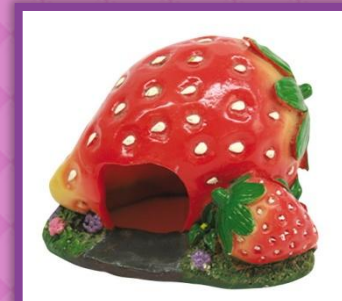




# NEW PRODUCTS

Every year *DEZZIE* introduces more than 500 new items.

- Exclusive harnesses and leashes;
- Artificial leather and nylon collars with pastes;
- Attractive and comfortable pet carriers;
- Winter and summer dog clothing;
- Unique nonwetable raincoats;
- Comfortable footwear;
- Grooming tools with replaceable implements;
- Comfortable scratchers;
- Stylish play sets for cats, rodents and birds;
- Plastic bowls for dogs, cats and rodents with antislip inserts;
- Doghouse and cathouse-shaped sleep pods;
- Sleep pads with the Company's logo;
- A range of modern design cages;
- Aquarium decorations of innovative design.



# QUALITY CONTROL

## Three-stage product quality control system:

- Supplier
- Acceptance
- Shipment





# OUR SALES NETWORK

Long standing trust-based relationships with our Partners in major Russian cities ensure availability of DEZZIE products all around the country.

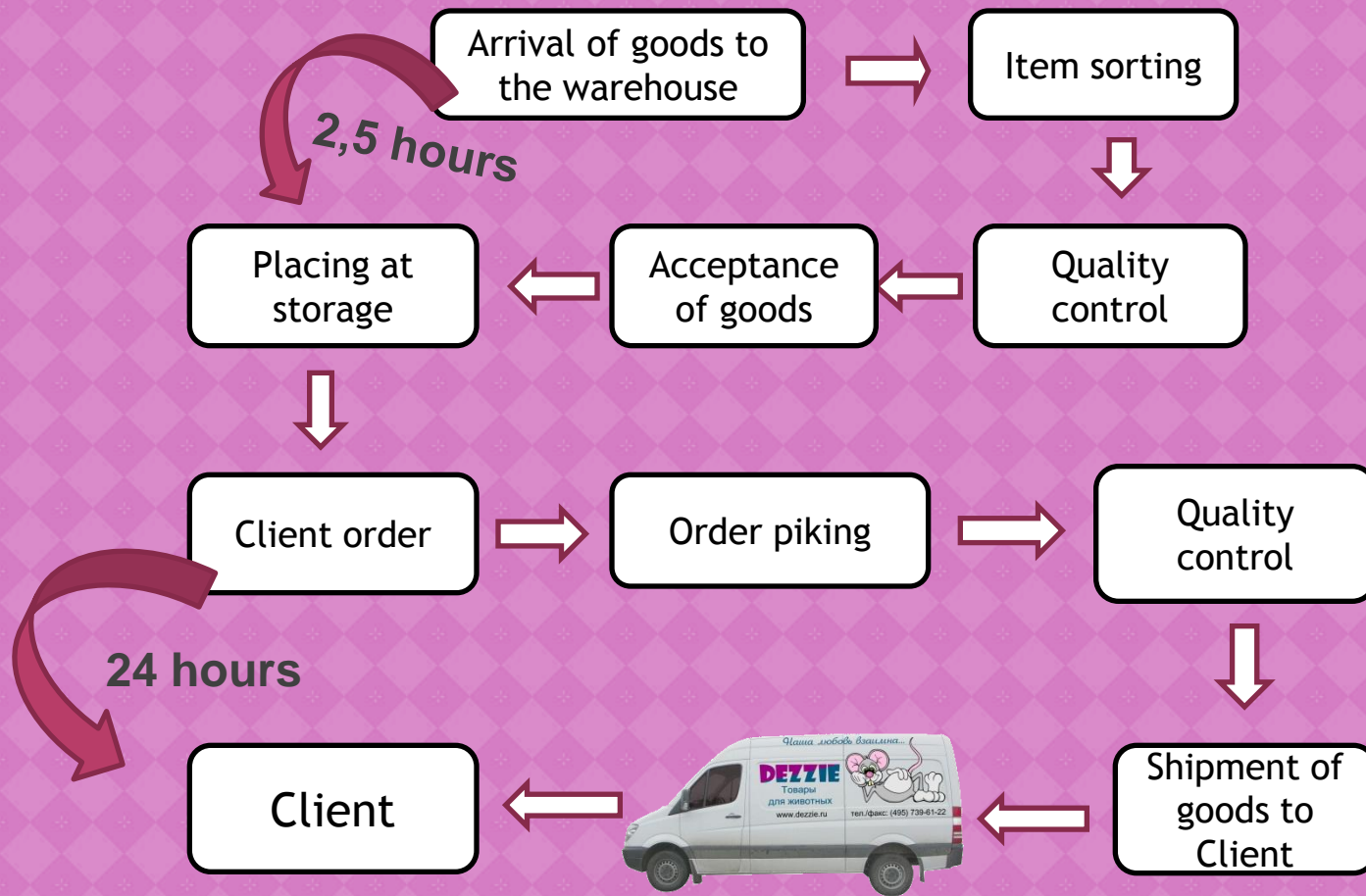


# LOGISTICS

- Logistics software system ensures accurate warehousing and complete control of product traffic from the moment of arrival to its shipment to a Client.
- Electronic Document Management System and Wi-Fi wireless network implemented by the Company serves to minimize time losses and errors during order picking.
- Round-the-clock operation of warehouse facilities enables timely processing of orders.
- Timely shipment of products to Clients within twenty-four hours after receiving a confirmed order.
- Ownership of site, office and storage premises make us free from real estate market fluctuations.
- Owned freight carrier fleet guarantees timely delivery of goods within Moscow and Moscow region and to freight forwarders for transportation all over Russia.



# WAREHOUSE LOGISTICS DIAGRAM





# FEATURES OF OUR WAREHOUSING COMPLEX

- State of the art 3,200 sq. m. Warehousing Complex ensures timely acceptance and shipment of goods.
- 9 meter high six-tier racks with exceeding storage volume.
- Continually operated by more than 18 employees.
- Unique stock-keeping software tracks goods from the moment of arrival until dispatch to a Client.
- Accurate goods warehousing provides prompt and easy access to any storage bin.
- Advanced barcode scanning terminals minimize operator errors and facilitate tracking of every employee's operation.
- Effective goods acceptance procedure allows shipping of goods to a Client only 2,5 hours after their arrival to the warehouse.



- Round-the-clock operation of the Warehousing Complex ensures timely processing of all received orders.
- Prompt dispatch of goods to Clients within twenty-four hours from the receipt of a confirmed order.

# DELIVERY

**Prompt delivery** of ordered items is one of competitive advantages of **DEZZIE**.

The Company is able to **minimize** the “confirmed order – receipt of the order” period.

The period from approval of an order to receipt of the order by a Client at a freight forwarder’s warehouse is divided into **three stages**:

1. **“Order approval – shipment”**. According to statistics it takes our Company **24 hours** to complete this stage for a confirmed order. Depending on the season the period may be extended but it is never more than three work days.
2. **“Dispatch – delivery to a freight forwarder’s warehouse”**. Owned motor transport fleet provides timely delivery of goods to any freight forwarding companies that perform further delivery to Clients.



3. **“Freight forwarder’s warehouse in Moscow – freight forwarders warehouse in Your city”**. Duration of this stage depends on your freight forwarder’s delivery terms.

# 1S 8.2 RECORD KEEPING SYSTEM



**A unique products preorder system** tracks orders and stock required by the Company and Clients within a given time period. The system ensures effective use of financial and logistic resources.

**Automation of business processes** of the Company and their continual optimization.

**Electronic Document Management System (EDMS)** serves to automate processes of management of order processing, shipment, Client stock reserves, thus minimizing time losses and human errors.

*DEZZIE* manages its business processes with **1S 8.2** record keeping system and actively uses the software's additional features. They include:

**Planning subsystem**, which allows to transparently forecast and track the balance of product orders, sales and required financial resources;

**Key Performance Indicators Management System** assesses the attainment of strategic and tactical targets and performs real-time monitoring of activity of the Company's employees and of overall progress of the Company.

**Customer Relationship Management System** is an information processing system designed to automate the Company's relations with Clients and to improve Client servicing by keeping records of the history of these relations and subsequently analyzing results.



# PACKING

Attractive and informative packing is a must for each item of our products.

*DEZZIE* brand packing has a uniform style and is developed by creative designers to incorporate the following requirements:

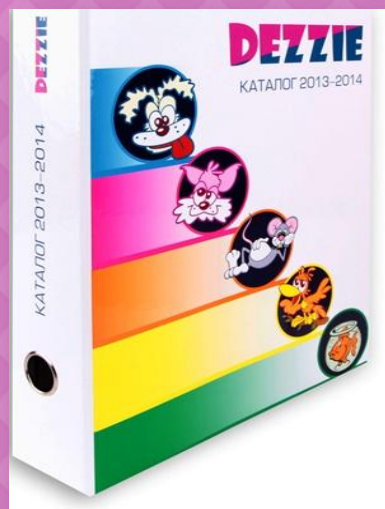
- vivid exterior that attracts Buyers;
- product features and use description in Russian that assist Buyers to make their choice;
- use of additional elements of packing for placement at points-of-sale (hooks, blister packs, stands, etc.);
- information about producer, importer and barcode.



# DEZZIE CATALOGUE

**Active promotion of our products among wholesale and retail Partners, and final buyers resulted in broad popularity of *DEZZIE* brand.**

Distribution of the newly developed *DEZZIE* brand Products Catalogue featuring a unique design unmatched by any Russian brand made it possible to present our products effectively to our Partners that consequently promoted the brand among their consumers.





# POS MATERIALS

For retail space decoration our Partners use POS materials: wobblers, shelf-talkers, coin plates, tablets, stands, brand mascots, etc.





# DEZZIE WEBSITE

The Company's website [www.dezzie.ru](http://www.dezzie.ru) plays an important role in promotion of *DEZZIE* brand.



# DEZZIE E-SHOP

Our E-shop [www.sale.dezzie.ru](http://www.sale.dezzie.ru) is very popular among our Clients and Partners alike.





# PET SHOWS, TRADE EVENTS

The Company actively participates in trade events and shows. We pay special attention to organizing the Company's conferences for our Partners all over Russia.





# YOU ARE WELCOME TO BECOME OUR PARTNER

Partnership with *DEZZIE* will enable you to:

- Boost profits;
- Minimize pay back period;
- Trade highly demanded products;
- Stay informed about new products in the pet products market;
- Receive support in design of your POSs;
- Open new prospects for Your business.

Looking forward for a lasting partnership!

Director of DEZZIE Company V. F. Trufanov

The logo for DEZZIE, featuring the word in a bold, stylized font. The letters 'D', 'E', 'Z', 'Z', and 'I' are colored in a gradient of purple and blue, while the final 'E' is a solid blue. The letters are slightly shadowed, giving them a 3D appearance.