Feruni is a tile retailer, with unique differentiators from the commoditized tile industry....

As Feruni transitions past being a domestic start-up, how can the company use structured processes to effectively sustain their unique, successful model while becoming an international leader?

**APPROACH & RECOMMENDATIONS**

1. **Market Entry Analyses - Scorecard**
   - Begin international expansion with **China** and **Thailand**

2. **Case Studies - Acquisition and Retention**
   - Leverage analytics and Salesforce data architecture to increase understanding of customers entering store and better meet their needs

3. **Customer Journey Stages and Segments**
   - Center marketing strategy around three discrete segments to attract more customers into stores

**NEXT STEPS**

**Short-Term (1-3 mo)**
- Build Salesforce architecture
- Identify customer segments
- Determine whether to expand via partnerships or solo

**Medium Term (4 mo-2 yr)**
- Cross-train employees in Salesforce
- Gather and analyze customer data
- Sell pilot project in a new country

**Long-Term (2 yr+)**
- Launch large-scale customer research
- Expand to new countries