

"I've heard you guys charge for design time now?"

YES, and let us explain why.

As Moso has grown and developed, we have continually expanded the products and services we have available. Recently we have been expanding our projects in interior design and installation, which we believe helps us to focus on the entire experience of the retail environment, and maximize the effectiveness of everything else we offer. This business has increased the demand on our designer's time considerably. While this has been great, it has also limited our ability to invest large amounts of design into smaller projects. We are still committed to this side of our business, but smaller projects may be slower to turn around and they will have a design fee incorporated.

FAQ

I thought design was free?

In order to build our design library when Moso first started we did offer design services free of charge. **Unfortunately over the last few years, less than 40 percent of jobs with completed design work were ordered.** Thus our design team did quite a bit of free work that never resulted in sales for Moso. In 2017 we had over \$500,000.00 of free design work that was completed with no resulting business.

If I just want to modify an existing design, why do I have to pay \$50?

Our normal design fee is \$75 per hour with a half hour minimum, we bill this by the quarter hour. If you believe your project will take less than a half an hour you could contact our sales team and request to be billed as you go. The minimum design fee is \$32.50, but this may be your most affordable option. You are always welcome to submit your own print ready art at no charge. Our products with built in design charges give our customers the best of both worlds, affordable design within a system that allows most project to be completed in under 1.5 hours of time.

What if I have multiple files to modify, do I need to pay \$50 for each?

Our data suggests that in most cases, this is the most affordable option, but you can always pay as you go, for \$75 per hour with a half hour minimum.

So what are my options?

We believe we have several cost effective solutions:

- We are happy to provide our design templates and to print files created within these guidelines. This allows you to work with your own designer, or the Ashley Graphic Design team, and will ensure the designs they create are print ready. Customer supplied artwork, when created with our templates, will be printed at the same cost as a stock product.
- If you are ordering for a store, or multiple stores, and are planning to do a larger volume purchase, we can check with management to see about waiving or reducing our design fee.
- We are also in the process of creating a new category of products that can be ordered on the front end of our website, called MDS, or "Moso Design Services". These will be a way for you to order a custom spider stand, bella stand, hang tags, or any other products we offer. Included in the cost of an MDS product will be 1.5 hours of design time. When ordering an MDS product, you get this amount of design time for only \$50, which works out to less than half our normal rate! Please note, any time above 1.5 hours will be billed at our normal hourly rate, and these products are only available for purchase through our web portal.
- Finally, we truly believe our design staff is both talented and efficient. We believe our hourly design rate of \$75 is very competitive given these qualities, and the fact that we specialize in retail environments and the furniture industry specifically.

We hope you will understand this adjustment to our workload and our staffing needs, and continue to let us help you create the best, effective, and professional retail environment. We do appreciate your business, and look forward to working with you for years to come.

MOSO
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