



Great
products



superior
Service

Southern
ENTERPRISES



Rocks!

Making a Difference

Excellence in Product Design, Quality,
Fulfillment & Customer Service

we are...

Furnishing Industry *Leaders*

We will be
our customer's supplier of choice,
for lifestyle and home furnishing solutions.
- SEI Vision



SINCE 1976
privately held
best-in-class
quality & service

direct-to-consumer
leading supplier

direct containers
continuous growth
& improvement

"The SEI team is dedicated to providing stylish furniture solutions for the home, while delivering extraordinary value to our customers."

- SEI Mission; Mike Horowitz, CEO

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we are...

Fulfillment *Experts*

100%
SAME DAY
SHIPPING

Las Vegas, NV

Dallas, TX

Carlisle, PA

FASTER
DELIVERY
LOWER
COST

45%
NEXT DAY
DELIVERY

93%
2 DAYS
OR LESS

100%
3 DAYS
OR LESS

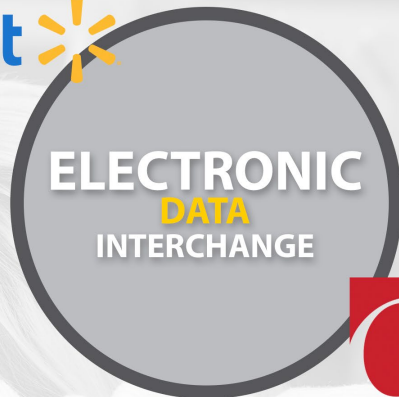
2-DAY DELIVERY
MESSAGING

Increases Sales by 25%

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we are...

Fulfillment *Experts*





we are...

Consumer *Focused*

**Lowest
Damage Rate
in the industry**

**+64%
PRODUCT
sales**

Assembly Videos

Increase
Consumer
Confidence
& Reduce Returns



6A Certified

Designed for Drop Shipping



Customer Service

Parts & Assembly Help
Based in Dallas, TX

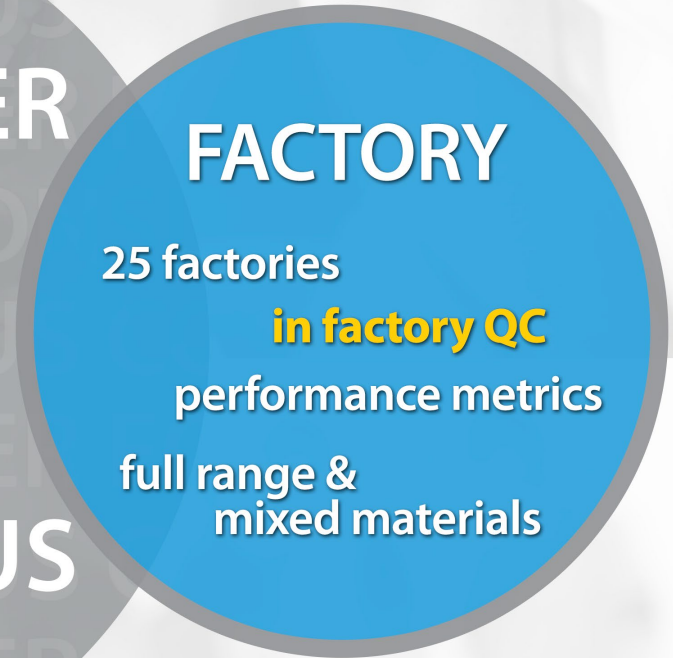
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we are...

New Product *Drivers*



CONSUMER



FOCUS



we are...

Product Category *Innovators*

1200+
ACTIVE
ITEMS

18+
PRODUCT
CATEGORIES

500+
NEW SKUS
PER YEAR



FA



MS



HZ



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we are...

Omnichannel *Fulfillment*



Hammacher Schlemmer



we are...

2-Day Delivery *Pioneers*

**DELIVERY
IS KEY**

Delivery speed is the
4th most important
factor when
shopping



35%
WILL PAY
TO SHIP
FASTER

56%
PREFER to SEE
EXPECTED
ARRIVAL
DATE

25%
INCREASE
IN CONVERSION
WHEN PROMOTING
2-DAY
DELIVERY

50%
ABANDON
CARTS DUE TO
SLOW DELIVERY

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we are...

Brand *Developers*

HOLLY & MARTIN[®] 



Designed for the
Millennial Female,
age 25 to 35.
Focus on *shared spaces*,
unique style, & multi-
functional solutions for
small space living.

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we are...

Community *Builders*

4
NON-PROFIT
PARTNERS

\$50K
RAISED
PER YEAR

180+
VOLUNTEER
HOURS



cares

be the *J*ifference foundation™
Raising Hope. Targeting Ovarian Cancer.



DOWN SYNDROME GUILD
OF DALLAS

FARA | Friedrich's
Ataxia
Research
Alliance



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we are...

Difference *Makers*

SEI is dedicated to our Customers' Success by developing products and services that truly **make a difference**



Excellence in Design & Quality

- 1200+ SKUs in 20 categories
- Commitment to new product introductions
- Sourcing in country, engineering, and quality control

Excellence in Fulfillment

- Orders received by 3:00 pm local ship same day
- Two-day delivery for 93% of consumers

Excellence in Customer Service

- Lowest Damaged & Return Rate in industry
- Industry leading image, video, and copy

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we are...

Value *Driven*

Vision

We will be
our customers' supplier of choice,
for lifestyle and home furnishing
solutions.

Mission

The SEI team is
dedicated to providing stylish *furniture*
solutions for the home, while
delivering extraordinary value
to our customers.



Core Values

- Service* Exceed expectations
- Excellence* Passionate & determined
- Integrity* Doing the right thing
- Culture* Positive team & family spirit
- Community* Making a difference
- Innovation* Creative solutions
- Improvement* Continuously strive to be better



Thank
you



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