

Ottomanson's Deep and Diversified Assortment, Healthy Inventory Meet Market Needs

Customers looking for style-centric furniture that's priced right, in-stock and ready to ship are finding a valuable partner in Ottomanson Inc.

"The only way to be successful in furniture sales is to offer the whole package," says founder and CEO Rumi Shepherd Durmaz. "And more and more customers are discovering that Ottomanson represents it all — attractive pricing, stylish European design, multi-function for today's lifestyles and a high level of service." Let's take a closer look.

TECHNOLOGY FOR TODAY'S MARKET

With a SKU count of 860 pieces of furniture, Ottomanson's first point of distinction is the featured **click-clack technology**. Especially appealing for customers short on space, these sofa beds, armchairs, loveseats, ottomans and sectionals provide multi-functional sit-store-sleep options. A sofa can be turned into a bed at night and then back into a sofa or a storage unit with a simple click. "This expands the market immensely," Durmaz points out.



Much of the collection showcases French, Italian, Turkish and other European influences, which enables the line to appeal to an extremely large customer base in the American melting pot. A range of upholstery material options, coupled with an on-trend color palette also serve to enhance Ottomanson's appeal.

"Our goal is to provide affordable furniture to the widest range of customers," Durmaz continues. "We believe everyone deserves the ability to turn their house into a home."

VALUABLE PRODUCT SUPPORT

Now to the complementary components that make the Ottoman package even more appealing. The company imports from Turkey, and is always actively searching for the most attractive prices. While price is key, Ottomanson is also deeply proud of the exceptional quality inherent in Turkish products.

Service is another component to the package. Ottomanson's business strategy is to always have stock available, keeping its inventory at an impressive 95 percent at all times. "We can do this because we buy in bulk and import from Turkey where we receive our products five times faster than if we were importing from China, Malaysia, India, Vietnam and many other countries. This translates to three weeks vs. three months," says Durmaz. And the cost of freight is half of that from Asia, making Ottomanson an even stronger resource in today's challenging supply chain climate.

Ottomanson also has the benefit of owning its own furniture store, enabling the firm to test its products by selling directly to customers themselves. "This way, to our wholesale customers, **we only sell proven products,**" Durmaz adds.

EXPANSION OF MATTRESS BUSINESS

While building its furniture business, Ottomanson has also been successfully expanding its mattress collection, a line also imported from Turkey. Presently offering a number of different styles and sizes, the program is going so well that the company plans to open a separate 140,000 sq. ft. mattress factory this November in its home state of New Jersey. "We will begin manufacturing the mattresses on our own," explains Durmaz. "This will enable us to provide higher quality products at an even more affordable price."



SETTING A COURSE FOR SUCCESS

Having immigrated from Turkey in 1997, Rumi Durmaz is a man with vision and the desire to "dream bigger." After arriving in the U.S., he soon discovered that high quality Turkish rugs were missing from the American market, so Durmaz began selling rugs at flea markets, while building relationships with small, mom-and-pop stores. In 2001 he formed Ottomanson Inc., the first major wholesaler of Turkish rugs in the country. Last year, the company celebrated its 20th anniversary.



Behind the belief that rugs and furniture are like "brother and sister," Ottomanson entered the furniture market in 2013. Today the company is one of the largest importers of furniture from Turkey.

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Through the years, as his business grew, many tried to imitate Durmaz's business formula. Proving that he's doing something right, this means choosing the right products at the right price, and building Ottomanson into a one-stop resource for function, quality, price and ready-to-ship inventory. As Ottomanson's success has shown, this complete package strategy is a winning formula.

For more information about Ottomanson, please visit www.store.ottomanson.com. If you would like to learn more about Rumi Durmaz, please view his profile on LinkedIn - www.linkedin.com/in/rumi-durmaz/.

