

## Braywood Marketing Services – Part of the DOCdata Group



## Profile



- Established 1994
- Employing 100+ people
- Specialists in Mail Order Fulfilment and Response Handling
- Scalable infrastructure with diverse products & clients
- Bespoke solutions
- Total Quality, Accountability & Continual Improvement

## e-Fundraising



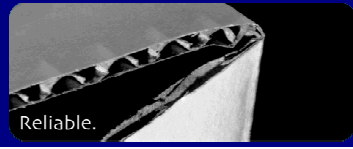
- Campaign Set Up
- Incoming Mail
  - 2 Million items every year
- Data capture & Scanning
- Payment Services
  - Triple Deal and Cheque Processing
- Telemarketing
  - Inbound & Outbound

## e-Fundraising



- 'Thanking' fulfilment
  - Acknowledgements
  - Information requests
  - Raffle tickets
- Data storage & retrieval
  - Gift Aid
- Web Marketing
- Data Mining

## e-Fulfilment

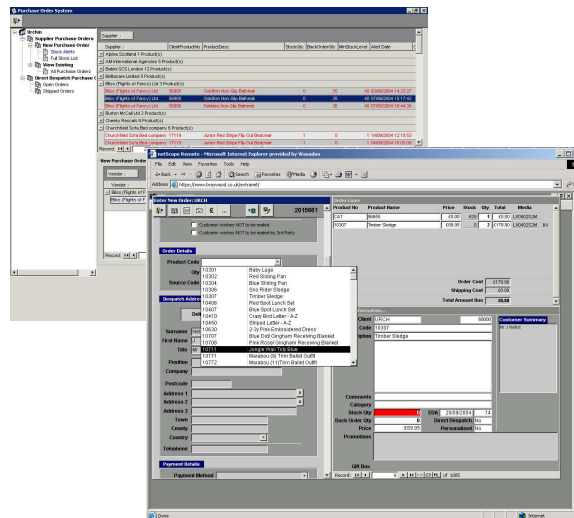


- Pick, pack & despatch
  - Same day
  - Wireless and Barcode pick
  - Despatch note customisation
  
- Web Marketing
  - e-Marketing
  - Integration
  - Payment solutions (Triple Deal)
  
- Telemarketing
  - Customer Support
  - Automated services available

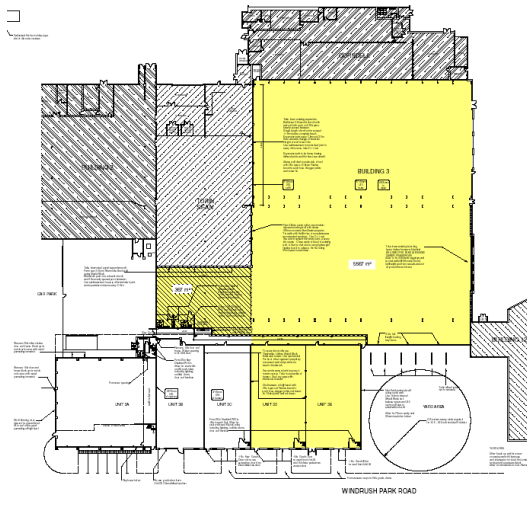
## e-Fulfilment



- NetSCOPE
  - In-house solution built on SQL Server back office platform
  - .NET, Visual Basic & Access user applications
  - Remote Access via Extranet
  
- NetXtra
  - Bespoke online reporting
  - 24/7
  - Secure 128-bit



## UK Warehouse



## UK Marketplace



### e-Fundraising

- Only three major competitors
- Market estimate: £20M
- Web fundraising is emerging
- Fundraisers prefer 'one stop shop'

### e-Fulfilment

- B2B & B2C
- Order volumes predicted to double in next 5 years
- Market estimate: £200M
- Converging sales channels = Multi channel retail

## Opportunities



e-Commerce growth



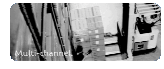
Cross/Upsell DOCdata services



e-Fundraising service consolidation



Fulfilment Acquisition



Pan European Service



Economies of Scale

## Key Strategies



- Acquire competing or complimentary businesses at good value
- Sell DOCdata services to our clients
- Sweat our suppliers!
- Create a complete outsource e-Fundraising solution
- Increase capacity
- Develop staff from within company
- Use 'added value' to protect margin