

CREATIVE CATALOGUES ONLINE LTD

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Miffy is an online success for Creative Catalogues

Miffy online sales have grown 800% in the past year and sales are set to grow faster still in the busy sales season before Christmas.

The official Miffy online shop (www.miffyshop.co.uk) which is run by Creative Catalogues Online Ltd, is loved by busy pre-school mums who can find all the Miffy products they love online and have them delivered direct to their homes.

Strong sales growth has resulted from a combination of excellent PR coverage and attendance at live events. 'We plan to attend eight events in 2007, this direct marketing compliments all our activities to promote and grow the brand.' said Sally Dickson of Creative Catalogues.

Keys characteristics:



- Branded shop
- Linked to www.miffy.com
- Over 300 different items on sale
- All official licensed merchandise
- Over 5000 strong customer database
- Regular e-newsletters and promotions

www.miffyshop.co.uk is one of half a dozen shops run by Creative Catalogues Online Ltd and is a clear demonstration of how an online shop can be set-up and trading profitable within 12 months or less.

Creative Catalogues is a dynamic company providing alternative routes to market whether it be internet shops, catalogues, or direct sales. 'Building the brand is key to all our activity,' concludes Sally Dickson, 'We work with the licensor and other licensees to promote and maximise sales of all official products.'

The company is actively looking for new licenses for 2008.

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