



Indianapolis Furniture Discounters East Announces Winter Package Pricing Structure for December and January

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Furniture Discounters East has announced a structured package pricing program for furniture purchases during December and January at its five Indianapolis-area locations. The program introduces predetermined pricing for multiple-item furniture groupings, with a seven-piece living room configuration priced at \$1,399.

The announcement comes as furniture retailers adjust inventory and pricing strategies following the holiday retail period. The package pricing structure applies to various room configurations, with pricing determined by the number of items included in each grouping.

"The implementation of package pricing for December and January reflects current inventory positions and seasonal purchasing patterns in the furniture retail sector," said Fred Isaac, a spokesperson for Furniture Discounters East. "This pricing structure provides transparency for customers planning furniture purchases during the winter months."

The seven-piece configuration consists of a sofa, loveseat, coffee table, two end tables, and two lamps.

Additional furniture groupings are available under the same pricing structure, with costs varying based on item quantity and furniture category.

Retail furniture sales data indicate that January represents a significant purchasing period for home furnishings, as consumers allocate funds following the holiday season. The National Retail Federation reports that furniture and home furnishing stores typically see increased activity during the first quarter, with many retailers adjusting pricing structures accordingly.

Discount Furniture Indianapolis locations participating in the program include all five stores throughout the metropolitan area. The pricing structure applies to in-stock inventory, with availability varying by location and furniture category.

The two-month duration of the pricing program extends from December 1 through January 31, encompassing the traditional post-holiday furniture buying period. Package configurations span living room, bedroom, and dining room categories, with specific groupings determined by inventory availability.

"Furniture package pricing has become a standard practice in the retail furniture industry, particularly during inventory transition periods," added Isaac. "This approach allows retailers to manage inventory flow while providing defined pricing for multi-item purchases."

The pricing structure announcement follows similar programs implemented by regional furniture retailers during the winter selling season. Market research indicates that package pricing programs typically coincide with inventory adjustments and seasonal buying patterns in the furniture retail sector.

Furniture Discounters East operates five retail locations in the Indianapolis metropolitan area, specializing in residential furniture across multiple price categories. The company maintains inventory across living room, bedroom, dining room, and home accent categories. Established as a regional furniture retailer, Furniture Discounters East serves the Indianapolis market with a focus on immediate inventory availability. The organization employs a direct-purchase model, maintaining relationships with multiple furniture manufacturers to stock its retail locations.

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For more information about Furniture Discounters East, contact the company here:
Furniture Discounters East
Fred Isaac
13178908555
info@shopurbanstyles.com
10012 E Washington St, Indianapolis, IN 46229

Furniture Discounters East

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Website: <https://www.myfurniturediscounters.com/>

Email: info@shopurbanstyles.com

Phone: 13178908555

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