

# IMS Critical Retail Requirements

*Results Count ... everything else is conversation!*



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Market Intelligence	Channel Requirements	Cross-Brand Product Line Integration	Strategic Acct. Mgmt.	Supply Management	Logistics/ Fulfillment	Marketing/ Merchandising	Performance Management
Retail Opp. Sizing - By Account - By MSA - By Category Competition - Organization/ Coverage - Programs - Pricing Product - Current Competitive Analysis - Future Retail Assortment Trends - New Tech. Shifts in Product Cycles - Market Timing of Competitive Launches Consumer Profiles - By Product - By Market - By Retailer	Channel Segmentation - Program Requirements by Channel - Soft \$ Req. by Channel - Brand/ Product Plans Across Channels - Partnership Strategy by Channel - Life Cycle Management Demo Allowances A/R Terms Flexible Returns Competitive & Flexible Soft Dollar Programs	Merchandisable Product Differentiation Begin with Targeted Retail Selling Price for Each Config. Product Launches That Match Retail Cycle Product Life Cycle/ Pricing That Meets Retail Cycle Competitive Pricing Through Product Cycle Out-of-Box Experience Consumer Packaging Bullet-Proof Demos Creative Bundles Unique Consumer/ Retailer Offerings	Demand Forecasts - 12 Month/ Price Point - 3 Month/ Model Sales Plan Inv. Plan That Meets Turn Obj. Document Critical Paths - Critical Lead Times - Plan-o-grams - Store Sets - Ad Lead Times Identify Lost Opportunities Document Monthly Promotional & Competitive Highlights for Market Makers	Strategic Relations w/ OEMs Competitive Procurement Competitive OEM Terms Dual Source Critical Components Line Side Supply Competitive with Best of Breed Minimum 13 Week Build Schedule Build to Order Capacity Production Flexibility to Ad Schedules Real-time Systems with OEMs Auto Replenishment	Cancelable Orders - Same Day Real-time Systems - Order/Ship Status - Availability - Build Schedule - On-line Access Ship-to-Stores/ LTL / Drop Ships Peak Capacity Based on Retail Cycles (e.g.. Oct.) EDI Store Level Reporting Easy RMA Process DFI Capability	Sell-through Incentives to Generate Y-Y Incremental Sales by Season National Consumer Campaign with Retailer Focus or Tie-in Integrated Promotions that Tie-in Consumer Offers with Retailer Incentives Comprehensive In-store Campaign - Merchandising - Store Training - Demo Days - Grand Openings - Store-Front Mgmt. - Innovative POP	Key Retailer Measurements - Sell-Through - Channel Inv. - Marketing Plan Execution - ROI - Turns, Inv. Management Retail Measurements - Account & Channel P&L's - ROI on Soft \$ - Share by Key Account by Category Market Measurements - Retail Sales by MSA - Penetration by MSA - ROI by MSA - Coverage by MSA Measurements Aligned with Retail Measurements