

RETAIL STRATEGIC CHECKLIST

Results Count ... everything else is conversation!



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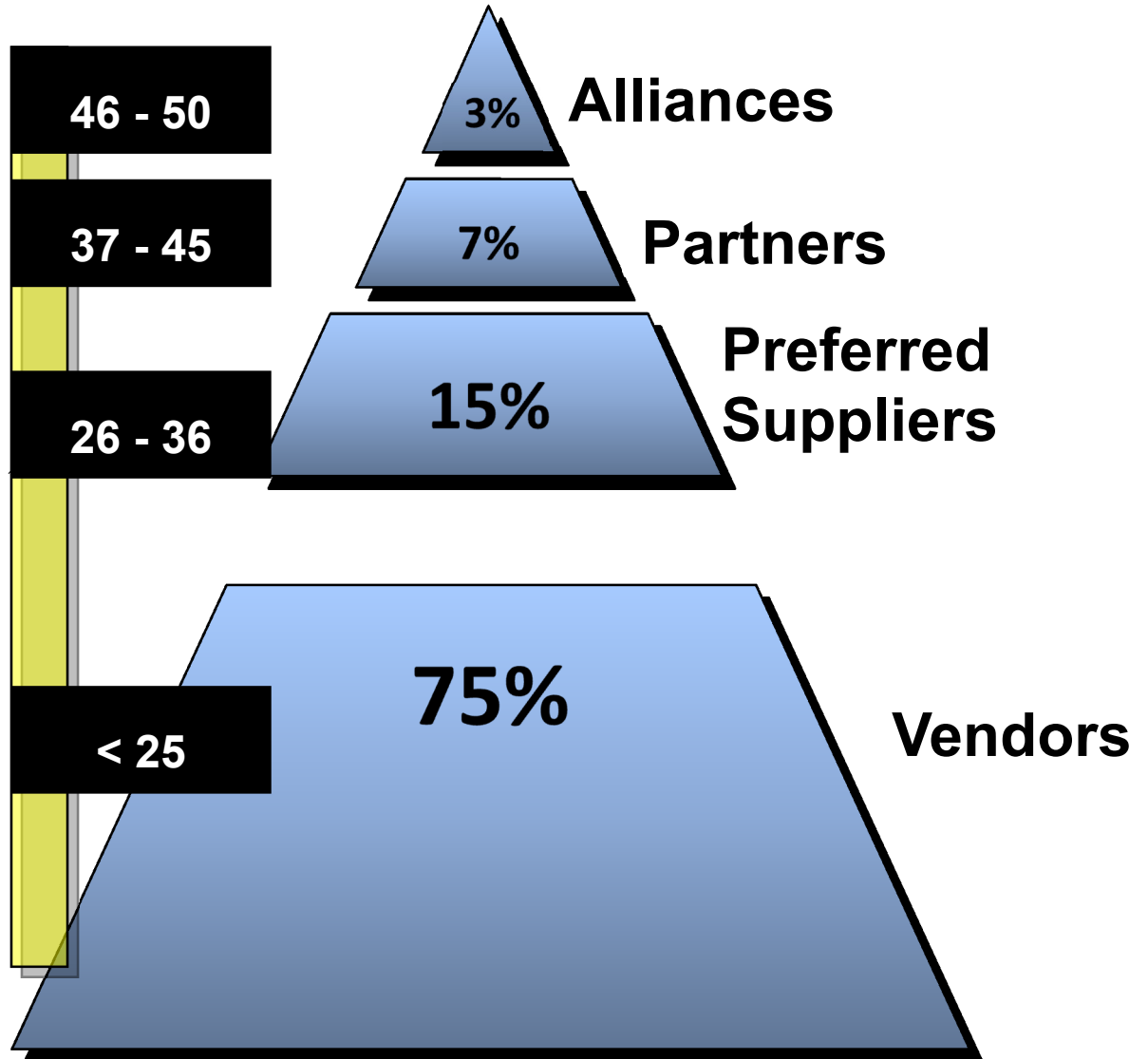
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Retailer Strategic Checklist

	Don't Have a Clue	Know Who to Ask	Have Data in Hand		
1. How do our product lines map against each of our key partners' assortment mix & sell-through plans? What percentage of "sweet spots" and shelf will we own next quarter?	1	2	3	4	5
2. How do our product launches & life cycle transitions map against our partners' critical mass requirements & sell-through seasonality?	1	2	3	4	5
3. How many critical marketing events do we have booked for each key partner next quarter? How much inventory do we have locked up for these events?	1	2	3	4	5
4. Are weekly end user sales & inventory forecasts developed by model with each key partner? Are forecasts adjusted weekly based on sell-through?	1	2	3	4	5
5. What is our current forecast & fulfillment accuracy by model for each key partner? What percentage of requested schedule date = current schedule date = actual ships?	1	2	3	4	5
6. Do we prioritize investments & allocate supply to key strategic partners based on metrics designed to maximize both our ROI & our partners' performance?	1	2	3	4	5
7. When making pricing & investment decisions, do we use last week's sell-through & inventory levels by model for each key partner? Can we do this for each channel by geography?	1	2	3	4	5
8. How does each of our key partners measure us? How do we measure up in terms of turns & Gross Margin Return on Inventory Invested (GMROI) criteria?	1	2	3	4	5
9. What is the relative profit contribution of each of our key partners, channels, by geography?	1	2	3	4	5
10. Do we have a cross-functional measurement that would enable us to profitably execute vendor-managed inventory? Are measurements driven by sell-through, inventory turns & seasonality?	1	2	3	4	5
BONUS: Do we have the infrastructure, tools, information & business processes to be able to present a business case to lower gross margin <u>and</u> improve a key partner's GMROI based on turns?	1	2	3	4	5

Checklist Score



Quality is a Given!
