

Liza Amlani's Masterful Measures of Merchandising Success.

Merchandising success needs metrics. Pick the ones that fit your business.

01 Higher full-price sales and margin

02 Fewer unplanned markdowns

03 Bigger baskets through outfitting and accessories

04 More in-season OTB dollars for in-season buys

05 Faster annual turns on the fashion component of the assortment than on the core component (*core: 4 to 8x, fashion: 8 to 12x*)

06 Fewer stockouts on in-demand styles and sizes, especially in core and seasonless

07 Higher revenue per fixture

08 Stronger deadline adherence

09 Lower material development costs

10 Fewer unused material developments

11 Higher material adoption rates

12 No redundant material development requests

13 Higher assortment adoption rates

14 Lower development ratios, which means less overdevelopment and fewer physical samples

15 Less assortment rework and fewer late adds

THE PAYOFF

These returns are not one-time. Those metrics can extend annualized benefits for years.

At Retail Strategy Group, we drive dramatic results for our clients: more full-price sales, stronger margins, and less overdevelopment. If you're ready to turn these measures into results, reach out and let's talk.

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