

Henri Davis

Independent Retail Advisor

‘The only thing to do with advice is to pass it on.
It is never any use to oneself’.

Oscar Wilde

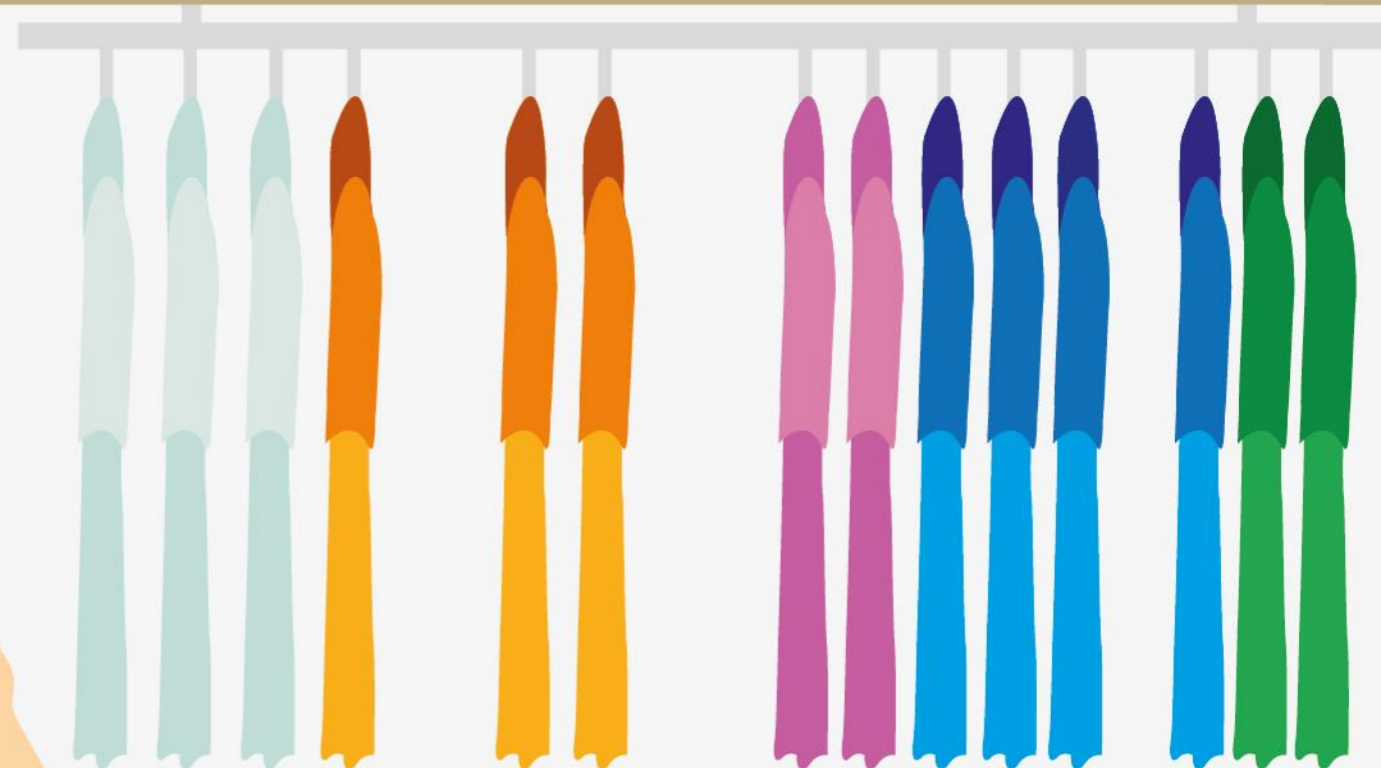
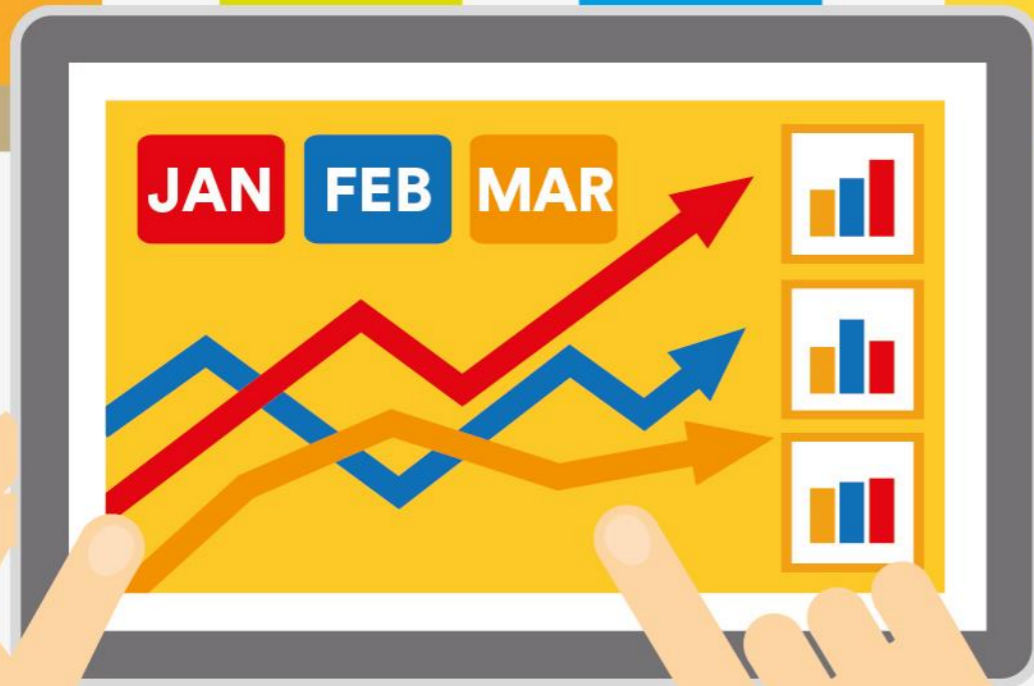


Getting the most out of new ranges

What this means for your current ranges

How you balance this with the new ranges you want to introduce

Analyse the sales of your current ranges



Summary

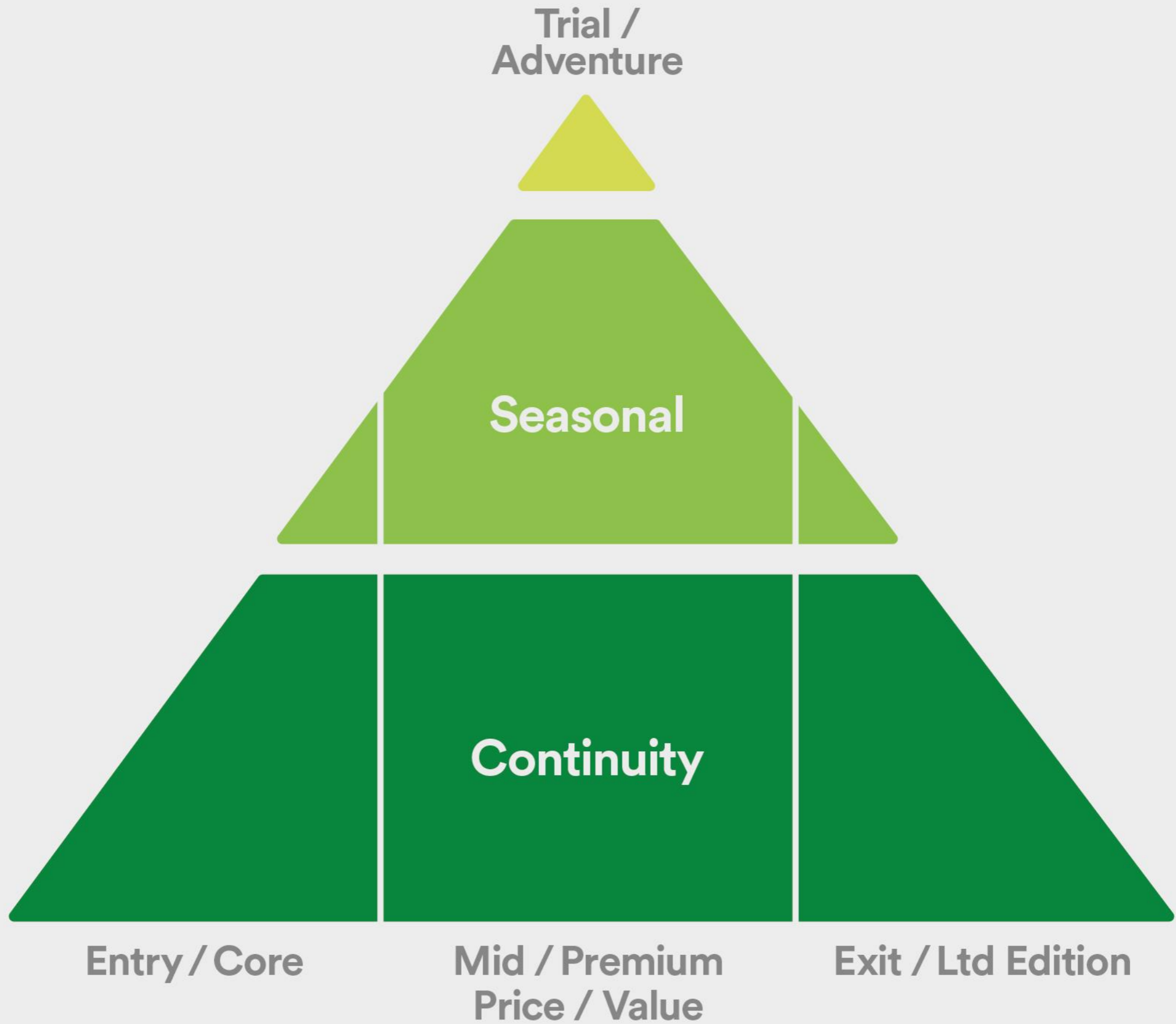
Sales

Profit

Rate of sale

Stock shortages

Seasonal / Lifestyle

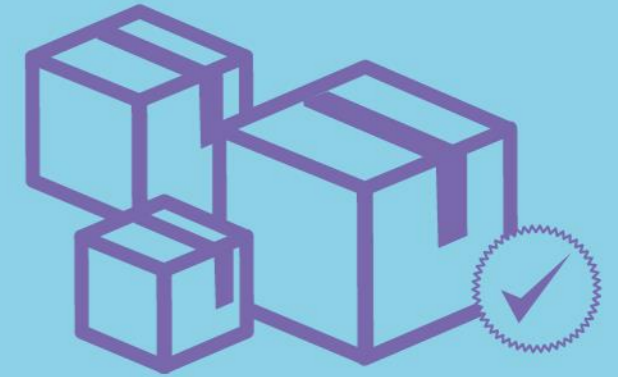


Entry / Core

Mid / Premium
Price / Value

Exit / Ltd Edition

Planning your new range structure



Health & Wellness



Environmental



Social trends



Lifestyle



Go to the Trade Fairs with a shopping list

G

Must see:

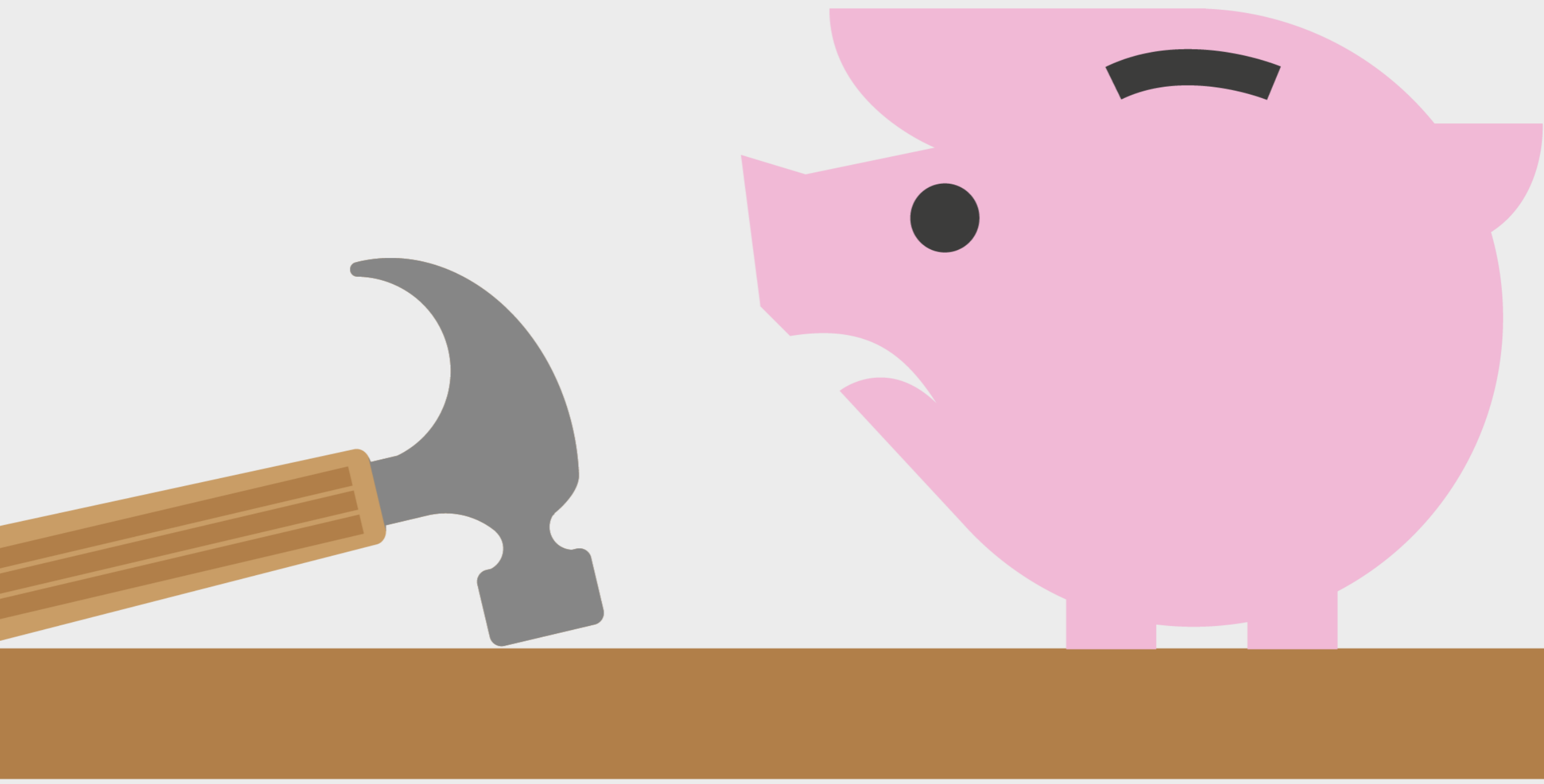
- priority lines
- product types
- suppliers

A

Don't forget
Henri's birthday!

B

What can you afford to spend?



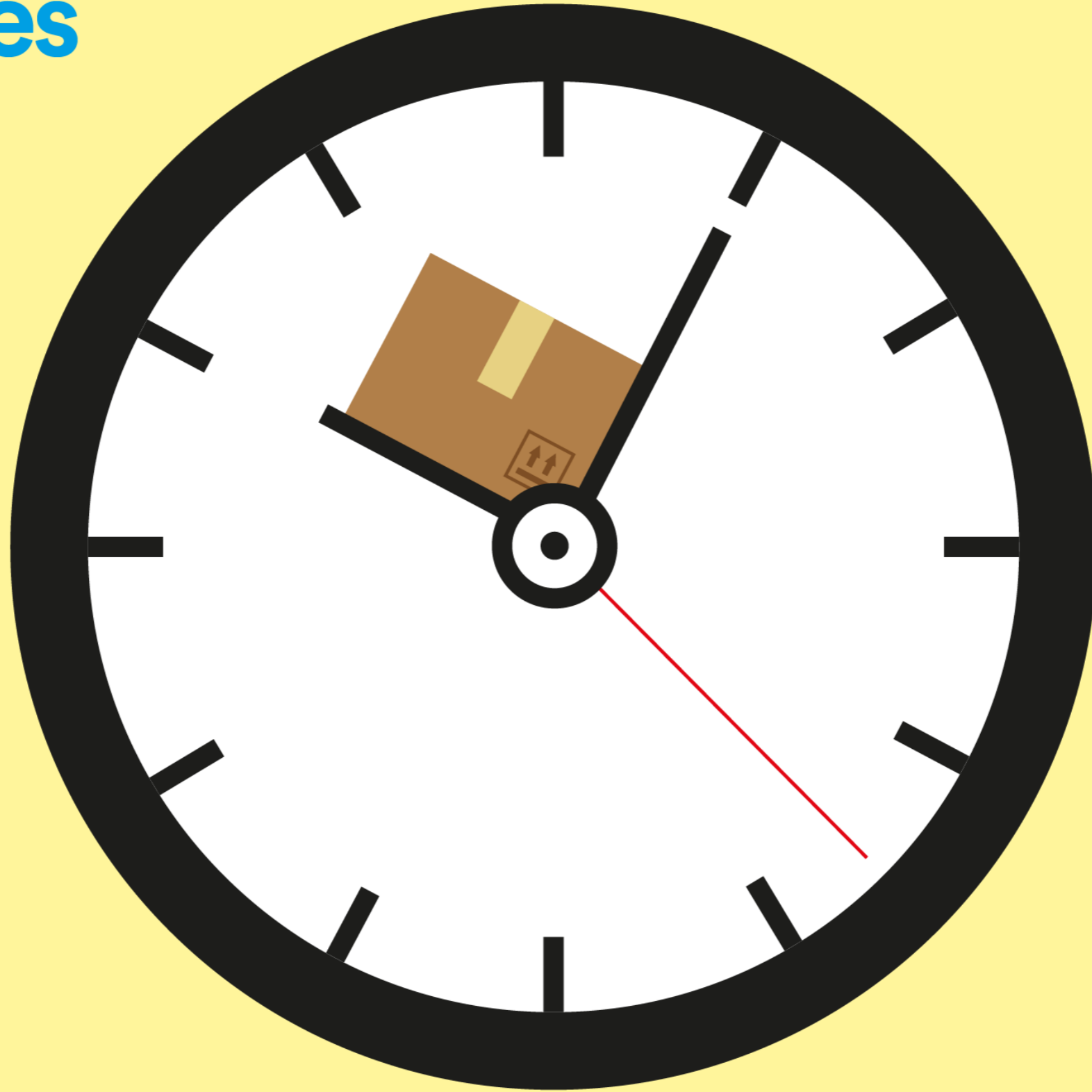
Only buy
what you need



Free Shipping*

*when you
spend over
£300

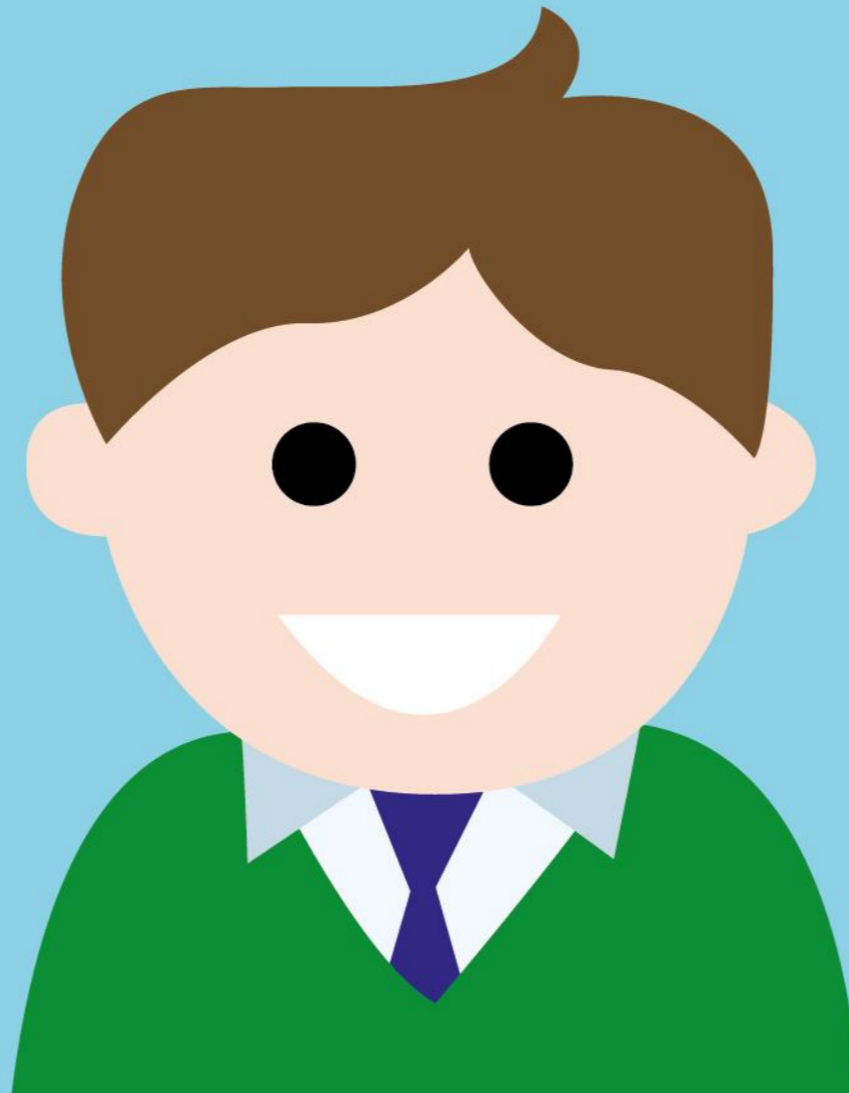
Phase your deliveries



Inspiring customers



Displays



Conclusion

Preparation, review your sales, plan what new products you will need and when.

Identify which of your current product you will continue to stock

Ensure all your products are relevant

Phase your deliveries

Tell your customers new products have arrived

Great instore experience

Create inspirational displays

Thank You

Any Questions

Henri Davis

T: 0797 4241209

E: henri_davis@blueyonder.co.uk

Twitter: [henridavis1](#)

Linked In: [Henri Davis](#)

www.henridavis.co.uk

