

# Store Assessment Reveals Comparable Sales and Margin Improvement Opportunities

## Client Challenge

This privately owned \$1.5B multi-channel retailer of outdoor-inspired apparel and sports equipment had a long-standing legacy as a catalog retailer with a single flagship store. The company had recently expanded into eCommerce and additional brick-and-mortar locations. Retail store performance was characterized by inconsistent margin performance and declining customer traffic. In addition, the retailer was hampered by its merchandising and supply chain systems and processes tailored to catalog-based retail, but not ideal for an omnichannel business model.

## Parker Avery Solution

The Parker Avery Group assessed the client's current retail operations to identify merchandising, inventory management, and store operations improvements that would drive growth and consistency in comparable store sales performance. Parker Avery then synthesized these findings and assisted the client in creating a prioritized, actionable roadmap.

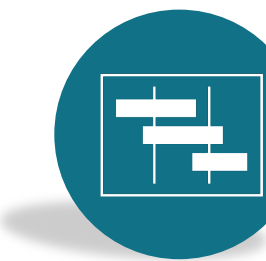
Specific activities included:

- Analyzed the client's current merchandising, inventory management, and store operations processes and compared them against leading industry practices
- Conducted store visits to review product assortment, presentation, operations, and inventory flow
- Summarized the findings and tailored the scope to undertake the challenges of transitioning from catalog to multichannel
- Proposed 14 detailed initiatives to address the challenges and support omnichannel capabilities, covering markdown, merchandising and marketing strategies; product development, merchandise planning, supply chain, fulfillment, and replenishment processes; organizational alignment; store training; reporting and data quality; and store layout
- Prioritized the proposed initiatives into an actionable roadmap based on the projected impact on retail store comparable sales and the effort required for their execution

## RESULTS



OPERATIONAL  
IMPROVEMENTS  
IDENTIFIED



INITIATIVES  
DETAILED AND  
PRIORITIZED



SALES, MARGINS,  
AND TURN  
IMPROVED \*

*\*Expected.*

Parker Avery's store assessment deliverables and the resulting roadmap will address shortcomings in business performance and secure the resources required to address the highest priority initiatives. The client expects the proposed initiatives will improve sales, margin, and product turn across the company.