

# ***Mass Merchandisers - Clubs***

*Presented by Jim Bright*

WOW, I got the order...



# NOW WHAT?

*Whether it takes one sales call or two years worth of effort, the first order is the EASIEST- it is the second, third, fourth or one-hundredth that are the hardest*



# Now That We Have the Opening Order, Are We Prepared?



- ❖ Lead Times are Minimal Due to Modular Set Dates

# Have We Internally Discussed:



- Overall internal coordination
- Production & inventory control
- Vendor Guide – preferred carriers, routing guide
- Specialized case identification, PO specific
- Club retail unit packaging, specialized item numbers
- Club corrugated
- Club pallet design
- Store, DC or consolidator shipments
- Shipping lead times
- Delivery appointment requirements

Now that we have shipped. . .



We deal with marketers  
not buyers...relationship change

# Internal systems – RL & POL

- ✓ Scorecard
- ✓ Fulfillment %
- ✓ Delivery efficiencies – MABD
- ✓ Club inventory balance-shift of inventory
- ✓ Pro-active recommendations regionalized products



# How is my product enhancing the experience?



- For Shoppers, Visitors or Members
- Talking to the consumer
- Enhancing the shopper's experience
- Filling a need
- Creating value



# Should we advertise

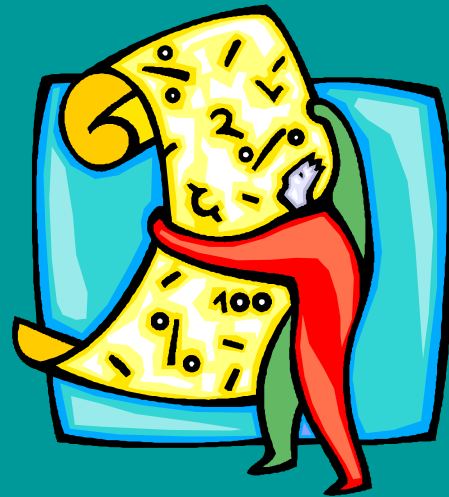


- In-store demos
- In-store advertising



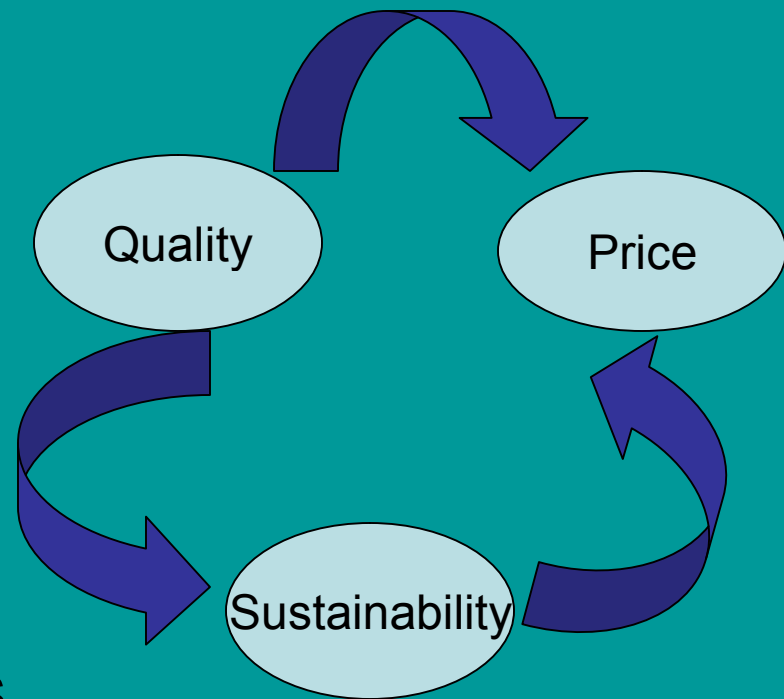
# Store/Clubs over inventoried

- Internal system reports
- Shelf position
- Product facings



# Sustainability: reducing inefficient and costly ways of doing business

- Can
- Corrugated
- Propellant
- Cap
- Valve
- Tip
- Printers
- Carriers
- Overall mfg. efficiencies



The more efficient the supply chain the more environmentally friendly



# Communication

