



LENSER SUMMIT 2007

Branding and Marketing

Leveraging Your Company's Marketing Resources

Relationship Between Marketing and Merchandising

- How Do They Work Together In Your Business?
- Communication Is Key
- Develop a Team
- How Can You Do Better Next Week

Driving Profits With Branding

- Do You Have A Story
- Do You Tell It?
- What Does Your Customer Perceive?
- Does Your Brand Create Emotion?
- The Emotion and Loyalty Connection
- Copywriting and Branding

Branding & Product Selection

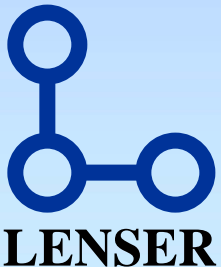
- The Importance of Guidelines
- Details Necessary
- Three Levels
 - Philosophical
 - Quality
 - Business Criteria
 - Customer Driven

Product Selection Process

- Adapt Statement of Brand Position
- Merchant's Selections Must Conform
- Use Product Specification Sheets
- In House Team Reviews for Attributes
- Accountability

Improving Margin

- Inventory Control
- Rebuy Process
- Projecting Inventory Needs
- Back Order Rates
- Initial Fill Rate
- DC Routing Guide
- Kitting Challenges

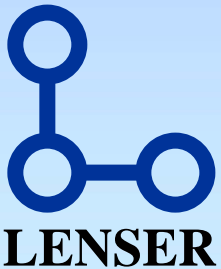


Square Inch Analysis

- o SKU Description
- o SKU #
- o Unit Cost
- o Unit Price
- o Cost of Goods \$
- o Cost of Goods %
- o Margin \$
- o Margin %
- o Gross Sales
- o Units Sold
- o Return %
- o Exchange %
- o Page Number
- o Square Inch % Page
- o Square Inch \$ Page
- o Variable Contribution \$
- o Variable Contribution %
- o FC Designator
- o BC Designator
- o New vs Rpt
- o Category I
- o Category II
- o Import
- o Drop Ship

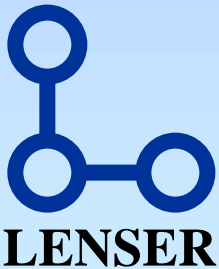
Price Point Analysis

<u>Price Buckets</u>	<u>Total Sku's</u>	<u>Sales</u>	<u>COGS</u>	<u>Sq Inches</u>	<u>Cost/ SQ In</u>	<u>Page Cost \$</u>	<u>Variable Fulfill</u>	<u>Cont \$</u>	<u>Cont %</u>	<u>%Space in Cat</u>	<u>% Sales from Cat</u>	<u>% Cont from Cat</u>	<u>Rank- Cont/Space</u>
\$0-24.99	244	\$ 50,000	\$ 25,000	350	\$50	\$ 17,500	\$0	\$7,500	15%	9.11%	5.4%	2.9%	0.32
\$25.00 - \$79.99	260	\$ 35,000	\$ 17,000	175	\$50	\$ 8,750	\$0	\$9,250	26%	4.56%	3.8%	3.5%	0.78
\$80.00 - 124.99	357	\$ 70,000	\$ 35,666	325	\$50	\$ 16,250	\$0	\$18,084	26%	8.46%	7.5%	6.9%	0.82
\$125.00 - \$199.99	442	\$ 110,000	\$ 60,000	435	\$50	\$ 21,750	\$0	\$28,250	26%	11.33%	11.8%	10.8%	0.96
\$200.00 - \$249.99	501	\$ 125,000	\$ 65,000	326	\$50	\$ 16,300	\$0	\$43,700	35%	8.49%	13.4%	16.7%	1.97
\$25.00 - \$499.99	299	\$ 110,000	\$ 58,000	442	\$50	\$ 22,100	\$0	\$29,900	27%	11.51%	11.8%	11.5%	1.00
\$500.00 - \$999.99	150	\$ 105,666	\$ 53,000	450	\$50	\$ 22,500	\$0	\$30,166	29%	11.72%	11.3%	11.6%	0.99
\$1000.00 - \$1999.99	40	\$ 109,000	\$ 56,000	312	\$50	\$ 15,600	\$0	\$37,400	34%	8.13%	11.7%	14.3%	1.76
\$2000.00 - \$2999.99	42	\$ 102,000	\$ 54,000	352	\$50	\$ 17,600	\$0	\$30,400	30%	9.17%	10.9%	11.6%	1.27
\$3000.00 - \$3999.99	15	\$ 56,000	\$ 29,000	229	\$50	\$ 11,450	\$0	\$15,550	28%	5.96%	6.0%	6.0%	1.00
\$4000.00 - \$4999.99	40	\$ 30,000	\$ 14,000	219	\$50	\$ 10,950	\$0	\$5,050	17%	5.70%	3.2%	1.9%	0.34
\$5000.00 +	2	\$ 30,000	\$ 13,000	225	\$50	\$ 11,250	\$0	\$5,750	19%	5.86%	3.2%	2.2%	0.38
	2392	\$ 932,666	\$ 479,666	3,840		\$ 192,000		\$261,000	28%				



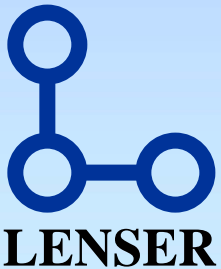
Category Analysis

<u>Merchandise Category</u>	<u>Total Sku's</u>	<u>Sales</u>	<u>COGS</u>	<u>Sq Inches</u>	<u>Cost/ SQ In</u>	<u>Page Cost \$</u>	<u>Variable Fulfill</u>	<u>Cont \$</u>	<u>Cont %</u>	<u>%Space in Cat</u>	<u>% Sales from Cat</u>	<u>% Cont from Cat</u>	<u>Rank-Cont/Space</u>
Merchandise Category	244	\$ 50,000	\$ 25,000	350	\$50	\$ 17,500	\$0	\$7,500	15%	9.11%	5.4%	2.9%	0.32
Merchandise Category	260	\$ 35,000	\$ 17,000	175	\$50	\$ 8,750	\$0	\$9,250	26%	4.56%	3.8%	3.5%	0.78
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Merchandise Category	2	\$ 30,000	\$ 13,000	225	\$50	\$ 11,250	\$0	\$5,750	19%	5.86%	3.2%	2.2%	0.38
	2392	\$ 932,666	\$ 479,666	3,840		\$ 192,000		\$261,000	28%				



New vs. Repeat Analysis

<u>New vs Repeat</u>	<u>Total Sku's</u>	<u>Sales</u>	<u>COGS</u>	<u>Sq Inches</u>	<u>Cost/SQ In</u>	<u>Page Cost \$</u>	<u>Variable Fulfill</u>	<u>Cont \$</u>	<u>Cont %</u>	<u>%Space in Cat</u>	<u>% Sales from Cat</u>	<u>% Cont from Cat</u>	<u>Rank-Cont/S pace</u>
New	244	\$50,000	\$ 25,000	350	\$50	\$ 17,500	\$0	\$7,500	15%	66.67%	58.8%	44.8%	0.67
Repeat	260	\$35,000	\$ 17,000	175	\$50	\$ 8,750	\$0	\$9,250	26%	33.33%	41.2%	55.2%	1.66
	504	\$85,000	\$ 42,000	525		\$ 26,250		\$16,750	20%				





Questions & Answers

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