

Comparable Store Sales Improvement Initiative

Client

A privately owned \$1.5B multi-channel retailer of outdoor-inspired apparel and sports equipment

Case Study

		Impact		
		Low	Medium	High
Effort	High		<ol style="list-style-type: none"> 1. Upgrade Visual Merchandising 2. Establish Standard Markdown Strategies 3. Develop the Marketing Strategy for Retail Channel 4. Improve Retail Channel Performance Reporting 5. Support IT for the Retail Channel 	<ol style="list-style-type: none"> 11. Modify Supply Chain to Enable Retail Packing 12. Restructure the Overall Organization to Support Omnichannel
	Medium		<ol style="list-style-type: none"> 6. Re-Engineer Product Development and Retail Merchandising Processes 7. Update Store Training 8. Optimize Store Backrooms 9. Improve Data Accuracy and Quality 10. Enhance Planning and Replenishment 	
Low		<ol style="list-style-type: none"> 13. Redesign Retail Organization to Align with Corporate Merchandising 14. Reduce the Lead Time for Floorsets 		

Challenge

- A legacy catalog retailer expanding into eCommerce and physical stores faced declining traffic and inconsistent margins
- Retail operations, supply chain, and systems were still optimized for catalog sales, creating inefficiencies in stores
- The company needed a strategy to improve store performance and drive comparable sales growth.

Approach

- **Retail Operations Audit** – Evaluated merchandising, inventory management, and store operations against industry best practices
- **Store Visits & Analysis** – Assessed assortment, presentation, inventory flow, and in-store execution
- **Actionable Roadmap** – Synthesized findings into a prioritized strategy to optimize sales, margins, and product turnover

Impact

- ✓ Clear strategic roadmap to address operational inefficiencies and enhance store performance
- ✓ Stronger resource alignment to execute high-priority initiatives
- ✓ Expected gains in sales, margins, and inventory efficiency across all channels..