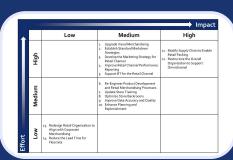
Case Study

Comparable Store Sales Improvement Initiative

Client

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



case Study

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...

