

HOW TO MONEY MAP.....

Tips for knowing your retail business
and driving sales.

MAP YOUR SALES

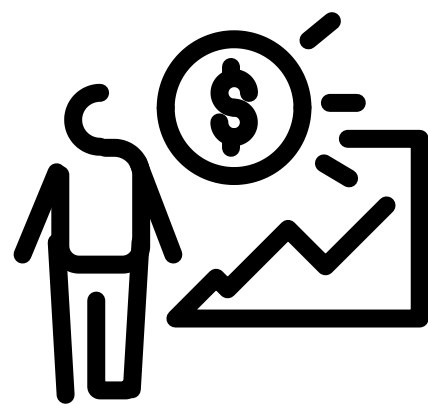
Each Week:

- Using a store map plot your best sellers.
- Plot how much revenue each fixture or section of your store made in %.

Analyse the information to create a weekly action plan:

- Are your best sellers in your window?
- What is your most profitable location and why?
- Is front front facing/prominent product driving sales?

USE YOUR FINDINGS



PRIORITISE YOUR ACTION PLAN

Action moves and changes using:

- PRODUCT: Is there a good size range and replenishment to justify a move?
- PLACEMENT: Look at shopability of your moves, does it create a visual impact?
- PRICE: Look at price point Vs units sold to maximise sales per square foot

Archive weekly money mapping

- Use this information to create an understanding of your shop floor.
- Collate archived information to plan new season placement.

USE HISTORICAL INFORMATION



For help with your money mapping or general enquiries:

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