

Merchandising - Store Activity Summary

11/28/2017

TMG BRANDS:

* TMS Sellout Focus program- now including Third Party

Sell Down of the TMS inventory with Retail and Wholesale focus. We are now including some Third Party SKUs as well. Merchandising sends out the updated list by category every Wednesday. Huge Wheel Focus- up to 65% off. All promotions are good **while supplies last.**

Focus Areas for Merchandising

* Promotions

We are working on promotions for:

- * December- Month Long
- * After Christmas/ New Year's Sale

We are also working on 2018 Marketing Alliance programs.

OTHERS:

* Toolbox

Reminder- You can find all the Merch communications in the Merchandising section of the Toolbox. You can find there: Merch Memos, New Line Memos, Recently Discontinued Lines, New Parts Summaries, Training Videos and these Merch Monthly Activity Summaries.

* New Product/ New Line suggestions to a specific email

Please forward your new lines and/or products suggestions to: newproducts@4wp.com

MERCH MEMOS:

1. K/C New product rollout

We will roll out the new KC Lights Backup LED Light to all stores (K/C519). Upon receiving it, please place it in the Lighting section of your Showroom. Please see the memo with more details about the product as well as some images for your reference.

2. S/B Door Step rollout

Please be advised that we will roll out the S/B Door steps to all locations (Qty 2 per store). See the memo for additional product details and pictures.

3. MOB Display rollout (Select Stores)

Please be advised that some stores have been chosen to receive a MOB free-standing display. This display will go to the select stores only. See the memo for images and the store list. You will need to submit a picture of the display set up by no later than Friday, December 15th.

4. S/B Counter display rollout

You will soon receive a counter display from S/B, it portraits neoprene seat covers we currently have in stock. Please see the memo for more details and a picture for your reference.

5. S/B Bumper Signage Rollout

Please be advised that you will receive the new Smittybilt Tier 1 and Tier 2 Bumper signage. See the memo sent out on 11/28 as it contains pictures for your reference as well as placement instructions. You will need to provide a picture upon completion by no later than Friday 12/22/2017.

6. A/P Lead Times

We were notified that A/P [All Pro] will be moving their physical location during the last week of November (27-1 of December). Their last shipping day in their current location (Montana) will be November 21st-closed for Thanksgiving Nov 22-24-. They will begin shipping on December 3rd from their new address in California.

This will result in some items having longer lead times. They expect their lead times to be 4-6 weeks on Bumpers and Sliders until February, at which time they expect them to be reduced back to 2-4 weeks.

Please keep this in mind while interacting with customers.

New Lines added

Line Code	Line Code Description	Category Focus	Memo send date
ORC	Oracle Lighting	Lighting	11/13/17