

Merchandising - Store Activity Summary

1/30/2018

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:

- * March- Month Long
- * 1st Quarter Weekend Sales

We are also finalizing the 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. S/B Door Display Update- Remodeled stores only

We will replace the current S/B Door Display with an updated version. NO DISPLAYS SHOULD BE SENT BACK TO THE DCs. You will need to remove your existing display and Field Destroy it. The Field destroy needs to be done by your RICM or RSM. You will need to send a picture of your updated display in the wall by Friday February 9th.

2. ODY Supplier Change

Please be advised that we are making a change in suppliers for Odyssey Batteries (ODY). See the memo sent out on 1/16 for all details.

Be aware that there may be an adjustment period as we fully make the switch over to Enersys from West Coast. We can still buy from West Coast but it will be at a higher cost, please call for cost prior to placing an order.

3. UTV Inventory reset

Please see the memo sent on 1/16 for a detailed view of the UTV category inventory reset. This update only affects select stores. If you have questions or concerns you need to reach out to the UTV team directly: UTV Category Manager Zane Steele at zstele@4wp.com

4. RAN Shock Display Update

Please be advised that we will update the RAN shock display. See the memo as it contains instructions on the installation.

You will need to send a picture of your updated display in the wall by Friday February 16th

5. S/B Bumper Signage & Prices

Regarding the new Smittybilt signage, please be aware that you will need to print labels with pricing and place them on the signs. Please see the memo for images for your reference.

6. G/R Line Discontinuation

As of 1/26/18 business with Gen-Right is discontinued. Please see the memo attached for a list of the current inventory avail. Products are to be sold as normal.

Open PO's - no actions are required

Warranties & Customer Service – These are to be handled by G/R moving forward as long as nothing is missing out of original packaging this is of substantial cost

7. RIG Dropship fee change

Please be advised that the dropship fee for RIG has changed. It will now be \$12.99 to customers / \$0 Fees to TAP stores and DCs.