

Merchandising - Store Activity Summary

9/25/2018

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:

* 4th Quarter Promotions: Month Long Nov and Dec, Weekend Sales and Holiday (BFCM & 12 Days of Christmas)

* Online Holiday Gift Guide (including New products)

* JL Products

We are still sharing with you weekly updates on JL products loaded in the system. The information is also added to the Merchandising section of the Toolbox site.

If you have suggestions or questions, please reach out to the JL task force team at: jl@4wp.com

* Inventory Ramp Ups

We are currently working on some inventory ramp ups, here are some examples:

*AIR

*FFI

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. J/W Classic Headlight Rollout- Reminder

We rolled out the J/W 8700 Classic J Headlights to all locations. We have exclusivity on this SKU for the next few months so we want to take advantage of the good margin it carries.

The product comes in a plain white box. It is recommended that the product is displayed outside of package and placed in the Lighting section of your Showroom next to the rest of the J/W products or keep it in the stock room.

This item is included in the Monster Sale promotions!

2. W/P Display Notification

We have partnered with the Wheel Pros team to simplify the display replacement process. You will need to follow the steps listed in the memo sent out by Merchandising!

Any questions or concerns, please reach out to Raul Ortega: rortega@4wp.com

New Lines added

Line Code	Line Code Description	Category Focus	Memo send date
RAD	Radar Tires	Tires	09/05/18