

Merchandising - Store Activity Summary

7/24/2018

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:

- * September- Month Long
- * 4th Quarter Weekend Event Sales
- * Truck Fest Promotions
- * Truck Fest Inventory for 3rd Party

* JL Products

We will be 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

* Bubba Rope Display Update

We are currently in the process of rolling out the display update. Any questions or concerns, please reach out to the Merchandiser directly: Jeff Doherty jdoherty@4wp.com

* Upcoming Tonneau promo (In store only)

We will be offering 10% off tonneaus + Free Install on select SKUs. This will not be advertised but will be valid at stores. More details to come.

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. ALP Employee Program 2018

ALP has updated their employee purchase program. Please see the original email for all files, including:

1. Accommodation price list
2. Request form - Employees must fill the form and submit to Alpine (form attached). Approval from store manager and Alpine rep is required

Please make a responsible use of this benefit** NOT FOR RESALE**

2. I/E New products notification

Insane Audio has released new products that fit applications other than Jeep. Please see the memo for all details. If you have questions or concerns, you can reach out to the Merchandiser directly: Michael Robbins mrobbins@4wp.com

3. FLW- New 2018 Jeep JL Exhaust Systems now loaded

Please see video attached for all product details: <https://www.youtube.com/watch?v=E9e47LvfhfHQ>

4. W/S OP Adjustment

We have decided to make a change to the store inventory for W/S. The decision was made based on current movement of both affected skus: W/SWSUN-1 (removed) / W/SLTB10-2.5 (added).

You will need to send back the removed SKU to your supplying DC and to place the newly added SKU to your gondola.

New Lines added

Line Code	Line Code Description	Category Focus	Memo send date
H/B	Horn Blasters	Exterior Accessories	07/23/18