

# Merchandising - Store Activity Summary

5/23/2017

## 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

### \* Strategic Marketing Alliance (SMA 2017)

We're finalizing SMA programs for 2017 (Truck Fest, ORA, Promotions, etc)

### \* Inventory Optimization by Line

#### Completed:

\*S/B \*WAR (Inventory done, Display product update to come)  
\*K/N \*AIR  
\* AFE \*FIR  
\* S/B \*RAN

#### Upcoming:

\* EXP  
\* T/M  
\* G/2

### \* POP Updates

\* THI- Tonneau display reset/ enhancement will happen in the next few months. 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](mailto:newproducts@4wp.com)

## MERCH MEMOS:

### 1. A/P Newly loaded SKUs

By popular demand, we've loaded about 120 parts from All Pro that were initially not included when the line was brought in. Please refer to the memo for details.

### 2. WAR Gondola Adjustment

We will replace 2 discontinued winches from your Warn gondola with the new versions. Please box the discontinued winches before sending back to your supplying DCs. Also make sure to save the new winches' boxes! Refer to the memo for all the details.

### 3. MHT Reduced Inventory

We will be reducing our DC supported inventory of MHT wheels. The objective is to reduce the amount of inventory at our DC's and to utilize the local MHT warehouses for supply. **We are not discontinuing the MHT line.** If you have order points for MHT currently, you will be filled as supply is available. Please refer to the memo for all the details.

### 4. FIR Discontinued SKUs & Replacements

Please be advised that we will roll out 2 of the new FIR Ride Rite Air bags to all stores. The discontinued parts will need to send back to your supplying DC to allow sales through other channels. Please refer to the memo for details.

### 5. AMP Display replacement- Select stores only

Some stores will have their current AMP Step display replaced with an updated version. A Rep for AMP will visit each store to help you make the change. The old displays will need to be sent back to your supplying DC. Reps will not take the old display with them!

### 5. ALP FAQ Sheet

ALP has provided a FAQ sheet that will help you clarify customers' questions in regards to applications and compatibility. The file is saved in the Merchandising section of the Toolbox site for future reference.