

Merchandising - Store Activity Summary

8/28/2017

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:

- * Closing October- Month Long
- * November-Month Long
- * December- Month Long
- * Black Friday/ Cyber Monday
- * 12 Days of Christmas
- * Holiday Gift Guide

* Displays

FIR- We will rollout a shelf display for Firestone. It will be placed in the Towing section of the Showroom. 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. K/C Inventory Optimization

We are in the process of optimizing K/C inventory in order to clean up existing E&O and standardize the store inventory set. Please see the memo attached for all details. This change affects all stores. You will need to send back the E&O inventory to your supplying DC. This is a priority return! If you receive new inventory, please place it in the Lighting section of your showroom.

2. W/P Fall Wheel Display Update

A W/P local representative will be stopping by the store and manage this update. You will need to audit the displays provided by W/P and email the RGA and PO supplied by Wheel Pro's to rop@4wheelparts.com - DO NOT ATTEMPT TO ADJUST YOUR OWN DISPLAY TICKETS.

3. AEE Discontinued Line

We will no longer sell or support ACE engineering product (AEE). This is derived from supply issues and poor vendor performance. All open orders will not be fulfilled. We need to immediately contact the customers and try to convert to another product.

4. RIG Part Number Change

Please be advised that Rigid has changed the part numbers for 591 of its SKUs. This change is derived from some enhancements made to the product, please see the memo. YOU DO NOT NEED TO RELABEL PRODUCT. We will provide more details on OP adjustments in the next few days.