

# Merchandising - Store Activity Summary

8/27/2018

## 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, Weekend Sales and Holiday (BFCM & 12 Days of Christmas)

### \* 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](mailto:jl@4wp.com)

### \* Current Tonneau promo (In store only)

We are currently offering 10% off tonneaus + Free Install on select SKUs. This will not be advertised but will be valid at stores. More details to come. Promo expires 8/31

## 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. OPT Returns Clarification

We are experiencing a high rate a warranty returns with the Optima Battery line. Please review carefully the notification memo information provided by Optima (sent via Tim Boone on 8/17- also available in the Merchandising section of the Toolbox site).

### 2. J/W Classic Headlight Rollout

We are rolling 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. Be advised we are working on a sign/flyer to specify the differences between the regular headlight and this version, we will share once is ready.

### 3. BUB Display Rollout

We will be rolling out a new Bubba Rope display. Please see the memo attached for all details. The existing display SHOULD NOT BE DISCARDED- the vendor will handle.

Be advised that you will need to send a picture of this update by Friday, November 30th. Please send it to: [merchandising@4wp.com](mailto:merchandising@4wp.com)

### 4. SCI Lighting Display Rollout

We will be rolling out an interactive display for Edge and Superchips. This display is designed to fit above the glass display case. Please read the instructions thoroughly as some stores will require running electricity to the units.

You will be required to send a photo of the display once it's all set up to [merchandising@4wp.com](mailto:merchandising@4wp.com) by 9/20/18

### 5. W/P Display Notification

You will receive a memo in the next few days detailing the display update process. The objective is to simplify the replacement process. You will need to follow the steps listed!

Any questions or concerns, please reach out to Raul Ortega: [rortega@4wp.com](mailto:rortega@4wp.com)

## New Lines added

Line Code	Line Code Description	Category Focus	Memo send date
RSC	Coyote Premium Wheel Accessories (via Revolution Supply Company)	Tire & Wheel Accessories	08/02/18