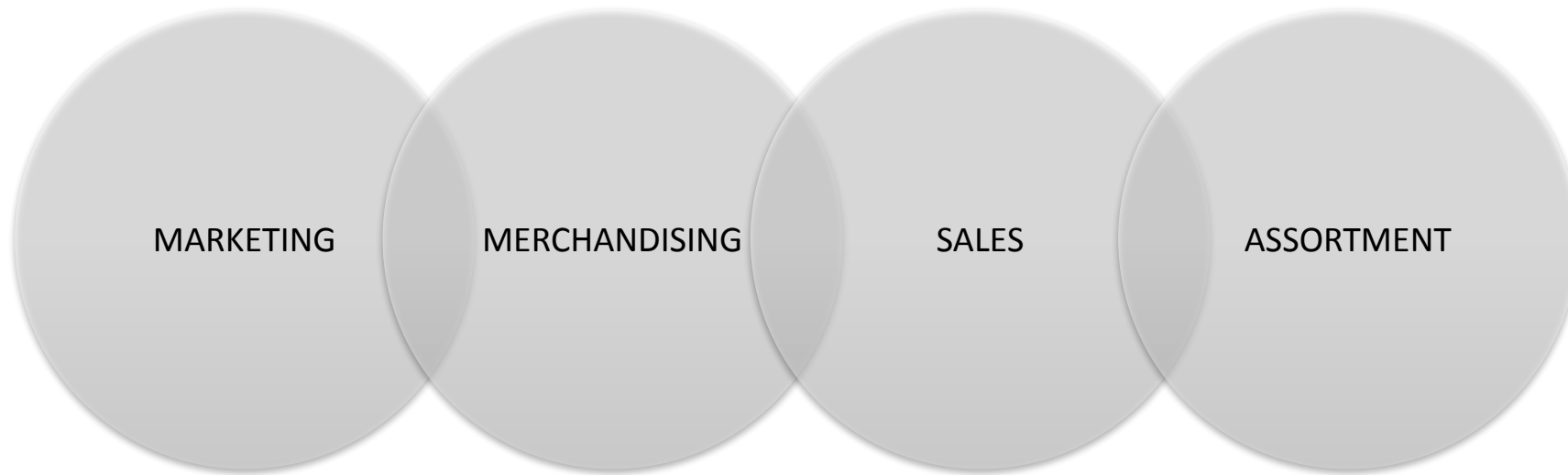# ACTION PLAN FOR FW-2019/20

MARKETING

MERCHANDISING

SALES

ASSORTMENT

*KPI
** REWARDS

MARKETING/MERCHANDISING

MARKETING

- POP-UP

THE OPENING THE POP-UP SPACE "HUGO" AT THE LARGE SHOPPING CENTER

- LOGO CHANGE

BEFORE THE END OF THE YEAR CHANGE ALL LOGOS TO ACTUAL ONES

- *CHECKLIST

CREATING AND USE CHECKLIST FOR MONITORING BRAND STANDARTS (SEPARATELY "LG" & "HUGO")

- LOCAL MARKETING ACTIVITY

USE THE ITEMS (CAPS, T-SHIRTS, SWITSHIRTS) PURCHASED BY THE "LG" TO PROMOTE THE "HUGO" BRAND

MERCHANDISING

- **CHECKLIST

CREATING AND USE CHECKLIST FOR MONITORING MERCHANDISING STANDARTS (SEPARATELY "LG" & "HUGO")

- PHOTO REPORTS

RECEIVING PHOTO REPORTS FROM LOCAL MERCHANDISERS AFTER EACH VISIT. BASED ON THESE REPORTS TO MONITORE THE WORK OF STAFF IN STORES.

ASSORTMENT

*CAPSULE COLLECTION

To create the 4 capsule collections during the order in Zug: 2 capsules for women and 2 capsules for men. Place these collections in 2 best selling shops at LG.

In case of successful sale of capsules use data as an argument when planning the range.

SPECIFICATION OF SALES CATEGORIES

Request and conduct a detailed analysis of all categories of goods within large product groups.

Based on these data to make recommendations for the order.

SALES

TRAININGS

- To make basic trainings on the season for all stores (LG and HUGO).
- *Divide all LG shops into A, B and C categories based on turnover. Start conducting trainings on "Sales techniques" and "Stylistic" in the stores of category B.

MOTIVATION PROGRAMS

- **LG

The competitions separately for each category shops for different KPIs: sales in units, UPT, NSPT.

- **HUGO

The competitions between store managers HUGO shops to perform common KPIs: CR, UPT, NSPT.

KPI/REWARDS

KPI

- CHECKLIST

=75%> THE AVERAGE PERCENTAGE OF TOTAL RATINGS IN THE CHECKLISTS AT THE END OF THE YEAR. *(ARTEM)*

=75%> THE AVERAGE PERCENTAGE OF RATINGS IN THE VM CHECKLISTS AT THE END OF THE YEAR. *(MIKHAIL – VM)*

- CAPSULE COLLECTION

=50%> CAPSULE SALES AT THE BEGINNING OF THE SALE. *(ARTEM)*

- TRAININGS

BY **5%** INCREASE IN TURNOVER AND KPIs (SALES IN UNITS, UPT, NSPT) OF "B" CATEGORY SHOPS *(ARTEM)*

- L

- ;

REWARDS to

- CHECKLIST (VM)

=75%> THE AVERAGE PERCENTAGE OF RATINGS IN THE VM CHECKLISTS AT THE END OF THE YEAR. *(ALICE – LG VM)* /

=95%> THE AVERAGE PERCENTAGE OF RATINGS IN THE VM CHECKLISTS AT THE END OF THE YEAR. *(MIKHAIL – VM)* /

- MOTIVATION PROGRAMS

LG –

HUGO –

- ;