

INDESIGN Magazine – Re-merchandising = Re-energizing

Here is the scenario I often see: We go to a trade show, see a line we love, pick an assortment, put the product in our showcases, and do some marketing. Sales associates are excited and show the line to everyone who walks in the store. Sales are brisk and the line is off to a good start. We are pleased with our buying decision.

Fast forward to one year later: Sales have dropped off, sales associates are excited by other new product, and you start to think about discontinuing the line by putting it on sale.

This is a very costly cycle, and there *are* things we can do about it.

Be Committed:

When you bring in a new line or brand, be prepared to be totally committed to it. What I mean by this is when a piece sells, re order it. This should be done each week without fail. You will never know the full potential of a line unless you keep the assortment strong. Also, continue to support it with marketing – not just for the launch.

Be Proactive:

Every six months contact the vendor to review the assortment and determine if SKUs need to be discontinued (not eligible for re-order) or stock balanced back for fresh product. If you have been filling in every week and paying your bills on time, they should be receptive to a one to one stock balance. It is extremely important that the line is infused with fresh, new product. At the same time find out if there are new displays, marketing initiatives, or collateral.

Develop a Client-Centric Culture:

It really should be all about our clients! Our role is to find the perfect piece of jewelry for them – their taste, their lifestyle. Our preferences and tastes are of little consequence. This neutrality should extend to our products and lines. There is no reason why a line cannot continue to flourish (given that it has been re-merchandised) for many years.