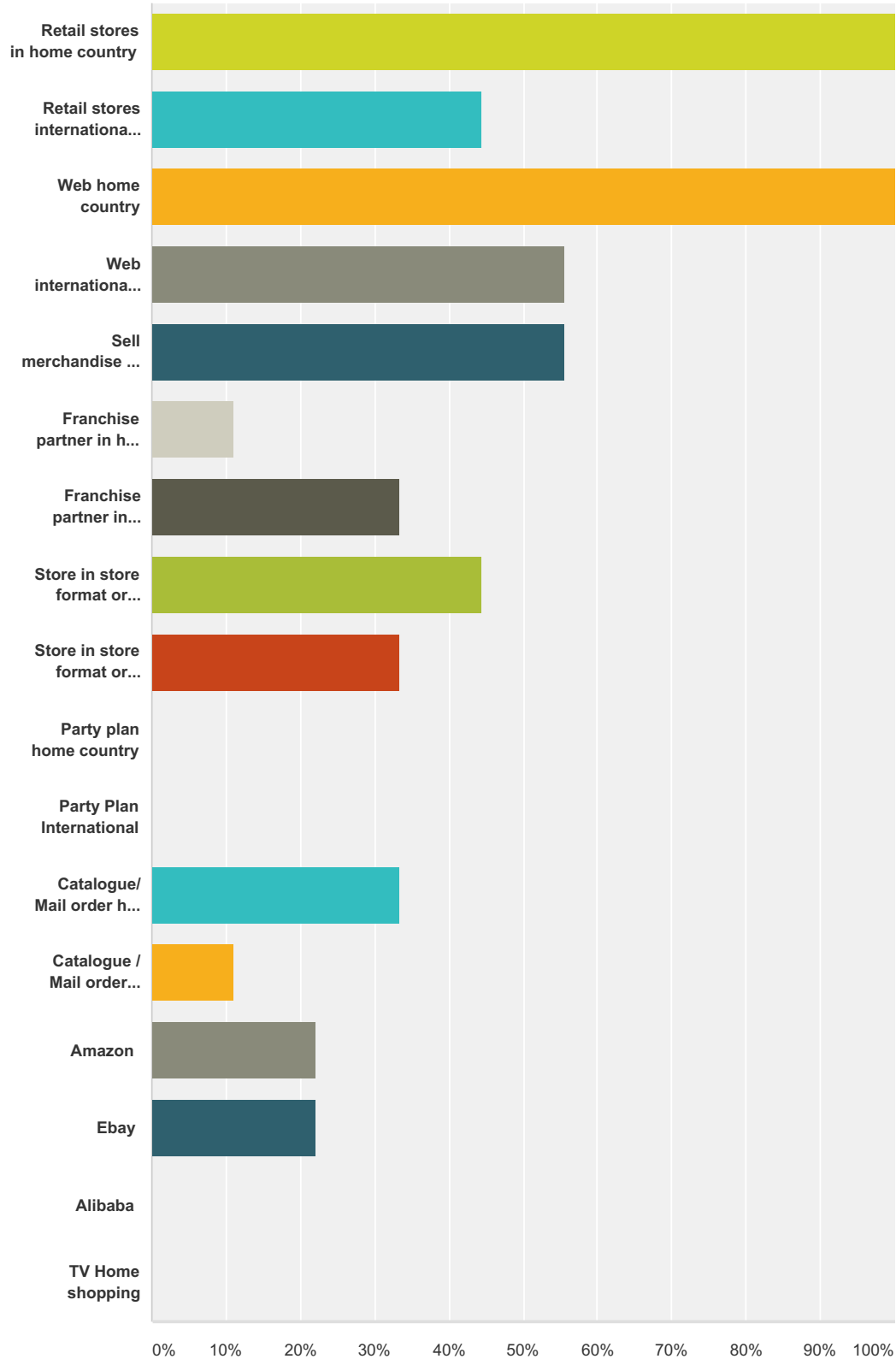


Multi-Channel Retail Planning Survey

Which of the Retail Channels do you operate today in?

Answered: 9 Skipped: 0



Multi-Channel Retail Planning Survey

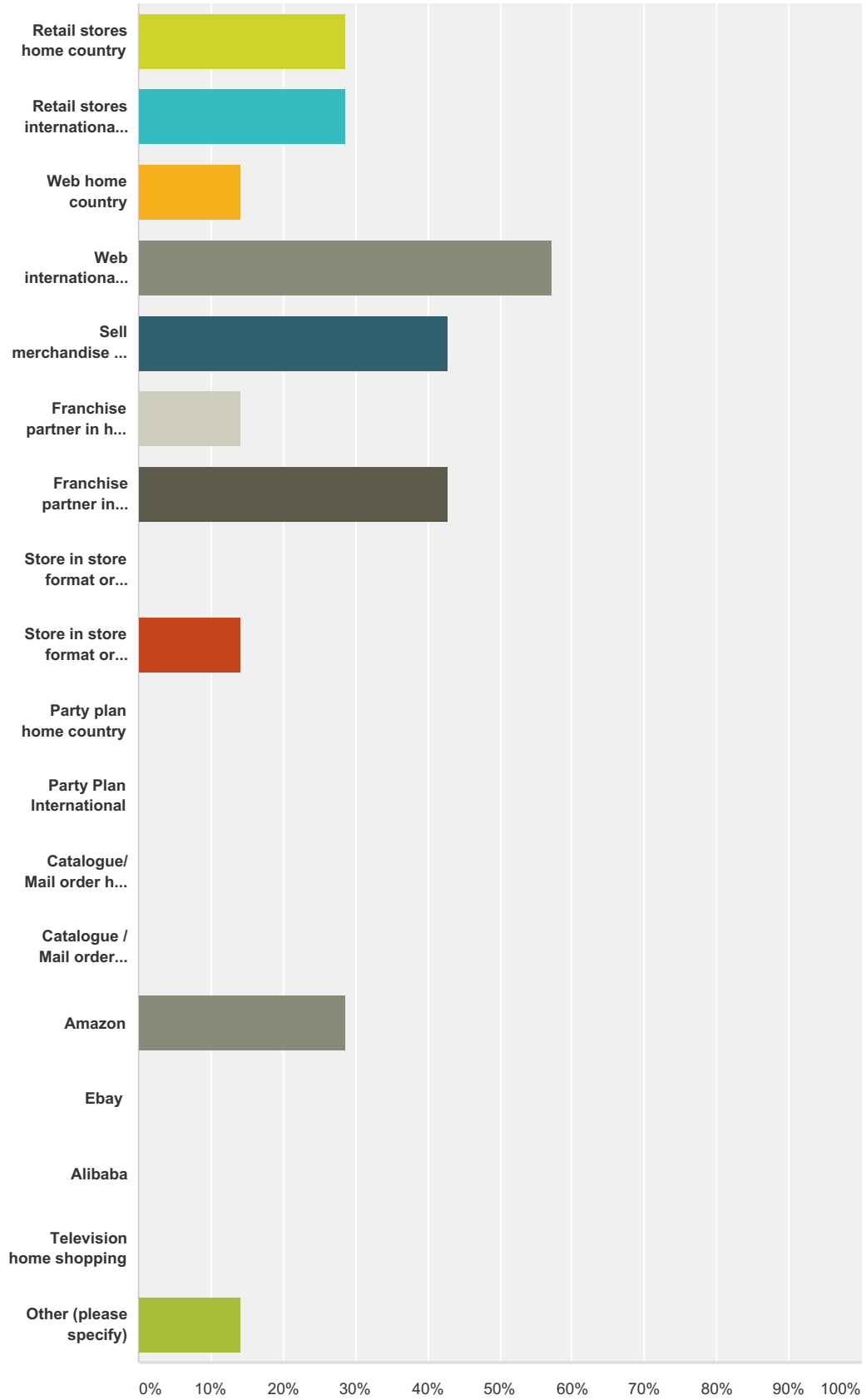
Answer Choices	Responses
Retail stores in home country	100.00% 9
Retail stores international countries owned by retailer	44.44% 4
Web home country	100.00% 9
Web international transactional website	55.56% 5
Sell merchandise to wholesale partner	55.56% 5
Franchise partner in home country	11.11% 1
Franchise partner in other countries	33.33% 3
Store in store format or concessions in department stores in home country	44.44% 4
Store in store format or concessions in international stores	33.33% 3
Party plan home country	0.00% 0
Party Plan International	0.00% 0
Catalogue/ Mail order home country	33.33% 3
Catalogue / Mail order international	11.11% 1
Amazon	22.22% 2
Ebay	22.22% 2
Alibaba	0.00% 0
TV Home shopping	0.00% 0
Total Respondents: 9	

#	Other (please specify)	Date
1	Wholesale sales of in house brand to international retailers	3/28/2017 10:56 AM
2	Other Marketplaces via Channel Advisor.	3/13/2017 10:33 AM
3	3rd party store and website - UK and international eg TKMaxx, Boundary Mills, Brandalley, Vente Privee . Web only concession partner (Next)	2/25/2017 11:58 PM
4	Zalando, Redoute, TMall	2/20/2017 8:28 AM

Which of these channels are you considering for potential expansion in the future?

Answered: 7 Skipped: 2

Multi-Channel Retail Planning Survey



Answer Choices	Responses
Retail stores home country	28.57% 2

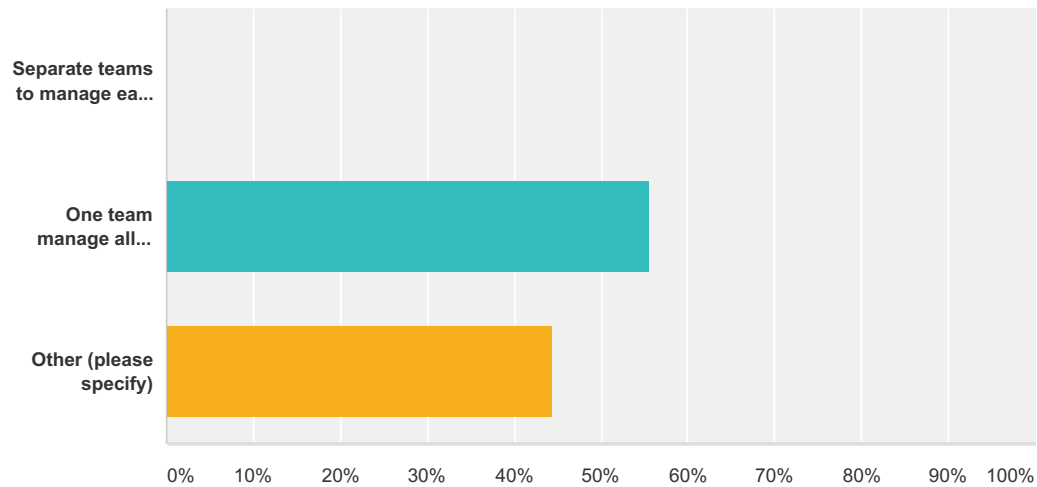
Multi-Channel Retail Planning Survey

Retail stores international countries owned by retailer	28.57%	2
Web home country	14.29%	1
Web international transactional website	57.14%	4
Sell merchandise to wholesale partner	42.86%	3
Franchise partner in home country	14.29%	1
Franchise partner in other countries	42.86%	3
Store in store format or concessions in department stores in home country	0.00%	0
Store in store format or concessions in international stores	14.29%	1
Party plan home country	0.00%	0
Party Plan International	0.00%	0
Catalogue/ Mail order home country	0.00%	0
Catalogue / Mail order international	0.00%	0
Amazon	28.57%	2
Ebay	0.00%	0
Alibaba	0.00%	0
Television home shopping	0.00%	0
Other (please specify)	14.29%	1
Total Respondents: 7		

#	Other (please specify)	Date
1	Wholesale sales of in house brand to international retailers	3/28/2017 10:56 AM

How is your Buying and Merchandising team structured to manage these channels?

Answered: 9 Skipped: 0



Answer Choices	Responses
Separate teams to manage each channel	0.00% 0
One team manage all channels	55.56% 5
Other (please specify)	44.44% 4
Total Respondents: 9	

#	Other (please specify)	Date
1	One team to manage retail/direct. separate team for wholesale	3/28/2017 2:01 PM
2	The channels are split into Wholesale, Franchise and then everything else	3/13/2017 10:33 AM
3	Hybrid model , of channel specific for trading but single planning team	2/25/2017 11:58 PM
4	One team to manage retail & Ecom & one team to manage wholesale	2/20/2017 8:28 AM

Multi-Channel Retail Planning Survey

When putting yearly projected sales forecasts and budgets for each channel together. What software is used to achieve this? Is it Excel or do you use other software?

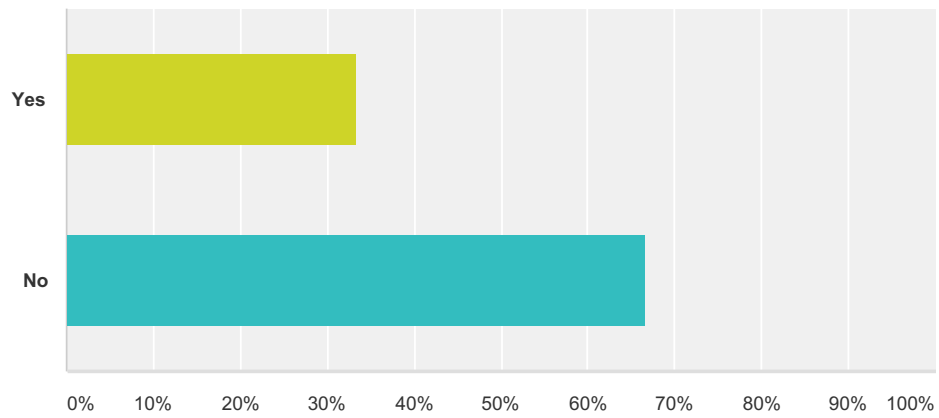
Answered: 8 Skipped: 1

#	Responses	Date
1	Excel	3/30/2017 7:26 AM
2	TXTRetail Merchandise Financial Planning	3/28/2017 2:01 PM
3	Excel	3/28/2017 12:05 PM
4	Excel	3/28/2017 10:56 AM
5	excel	2/25/2017 11:58 PM
6	Excel and Island Pacific	2/23/2017 6:23 AM
7	This is currently controlled by finance using Excel spreadsheets. We then take the budgets to plan at category level using IP Planning & Excel. This is for retail & Ecom channels. Wholesale is Excel	2/20/2017 8:28 AM
8	Report Writers and budgeting tools.	2/16/2017 9:20 AM

Multi-Channel Retail Planning Survey

Can the organization easily plan the sales forecasts across all channels?

Answered: 9 Skipped: 0

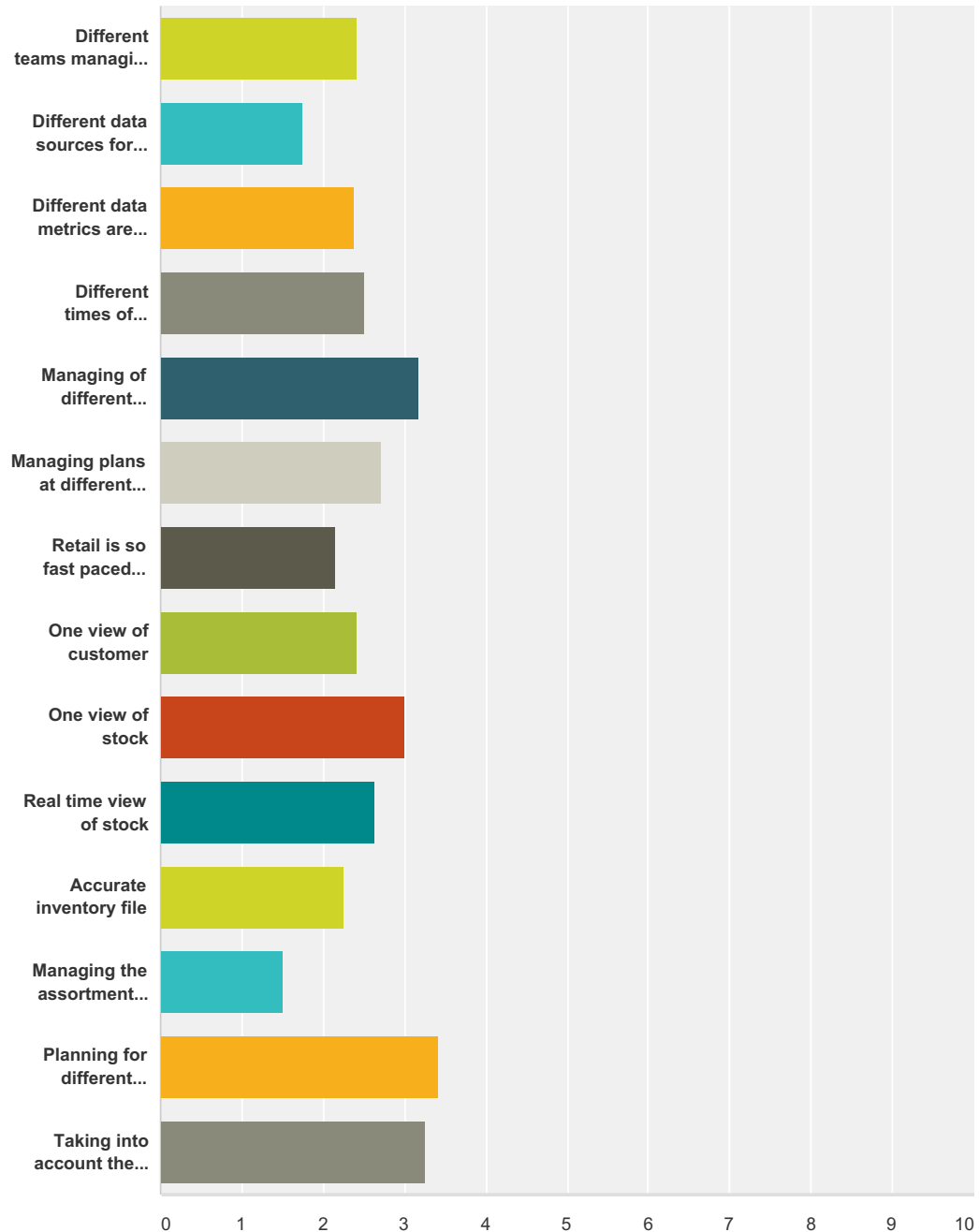


Answer Choices	Responses	
Yes	33.33%	3
No	66.67%	6
Total		9

Multi-Channel Retail Planning Survey

What is the biggest challenge to planning across all channels. Where 1 is the the biggest challenge and 5 is not a challenge.

Answered: 8 Skipped: 1



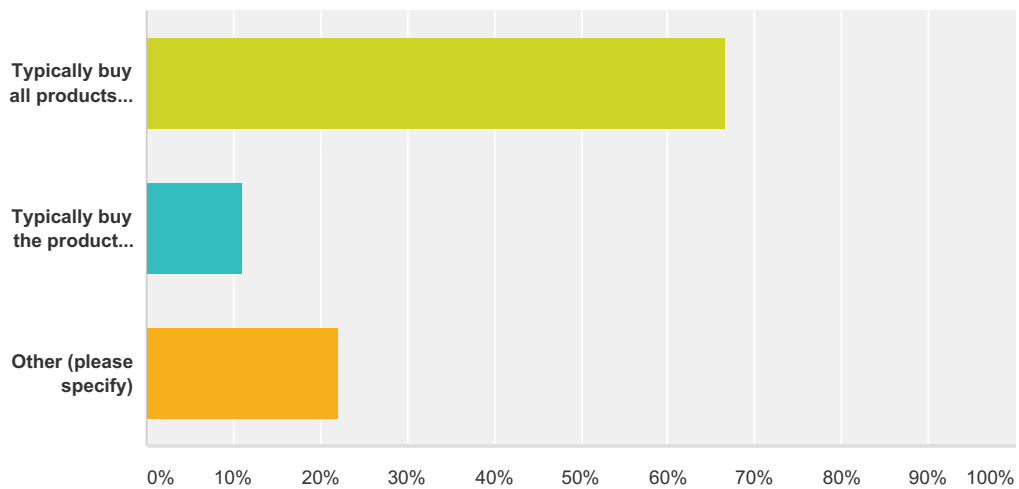
	1. Very Challenging	2. Somewhat Challenging	3. Neither	4. Not too challenging	5. Not challenging at all	N/A	Total	Weighted Average
Different teams managing different channels	25.00%	37.50%	0.00%	12.50%	12.50%	12.50%	8	2.43
	2	3	0	1	1	1		

Multi-Channel Retail Planning Survey

Different data sources for different channels its hard to see all performance in one place	50.00% 4	37.50% 3	0.00% 0	12.50% 1	0.00% 0	0.00% 0	8	1.75
Different data metrics are needed across different channels	25.00% 2	37.50% 3	25.00% 2	0.00% 0	12.50% 1	0.00% 0	8	2.38
Different times of bringing in stock is needed for different channels	12.50% 1	62.50% 5	0.00% 0	12.50% 1	12.50% 1	0.00% 0	8	2.50
Managing of different currencies for different channels	12.50% 1	12.50% 1	12.50% 1	25.00% 2	12.50% 1	25.00% 2	8	3.17
Managing plans at different levels for example Wholesale might be division or department, Retail and web might be class.	0.00% 0	62.50% 5	0.00% 0	12.50% 1	12.50% 1	12.50% 1	8	2.71
Retail is so fast paced committing the resources to a planning project is not easy	12.50% 1	62.50% 5	0.00% 0	12.50% 1	0.00% 0	12.50% 1	8	2.14
One view of customer	12.50% 1	50.00% 4	12.50% 1	0.00% 0	12.50% 1	12.50% 1	8	2.43
One view of stock	12.50% 1	25.00% 2	25.00% 2	0.00% 0	25.00% 2	12.50% 1	8	3.00
Real time view of stock	12.50% 1	37.50% 3	25.00% 2	25.00% 2	0.00% 0	0.00% 0	8	2.63
Accurate inventory file	0.00% 0	75.00% 6	25.00% 2	0.00% 0	0.00% 0	0.00% 0	8	2.25
Managing the assortment Planning process for the different channels effectively.	75.00% 6	12.50% 1	0.00% 0	12.50% 1	0.00% 0	0.00% 0	8	1.50
Planning for different selling methods such as special orders, click and collect, reserve and collect	0.00% 0	12.50% 1	50.00% 4	0.00% 0	25.00% 2	12.50% 1	8	3.43
Taking into account the impact of social media, facebook, instagram etc on the planning process	0.00% 0	25.00% 2	50.00% 4	0.00% 0	25.00% 2	0.00% 0	8	3.25

When buying product and merchandise for the channels you operate in. Do you

Answered: 9 Skipped: 0

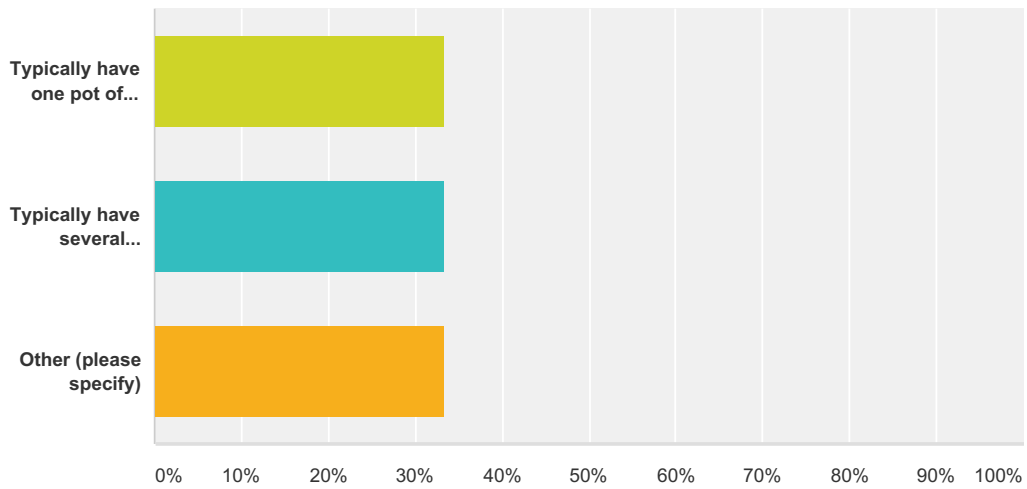


Answer Choices	Responses
Typically buy all products for all channels at the same time	66.67% 6
Typically buy the product separately for each channel	11.11% 1
Other (please specify)	22.22% 2
Total Respondents: 9	

#	Other (please specify)	Date
1	Wholesale might buy with Retail, Franchise might buy with Retail but mainly they would be on their own	3/13/2017 10:33 AM
2	Retail is bought separately to wholesale	2/20/2017 8:28 AM

When storing the product in the warehouse or DC do you ?

Answered: 9 Skipped: 0



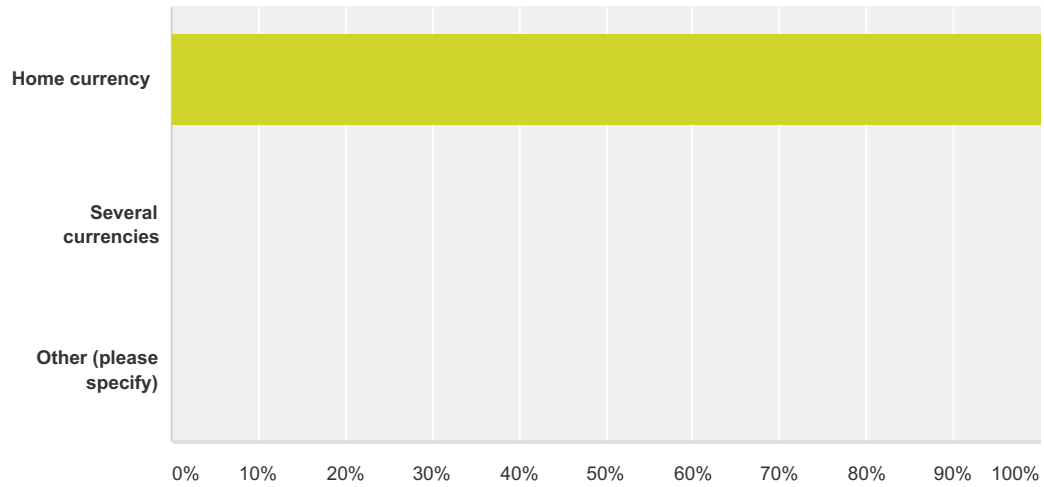
Answer Choices	Responses
Typically have one pot of stock or location of stock which serves all channels?	33.33% 3
Typically have several locations of stock assigned for different channels	33.33% 3
Other (please specify)	33.33% 3
Total	9

#	Other (please specify)	Date
1	We have multiple locations but would prefer one location with protection for the web	3/28/2017 10:56 AM
2	Retail, Web then Wholesale and Franchise	3/13/2017 10:33 AM
3	We have DC local to the regions across the continents but then have separate pots of stock for wholesale, retail & Ebay. We are looking to move to one stock pool per region servicing the needs of all channels	2/20/2017 8:28 AM

Multi-Channel Retail Planning Survey

Do you tend to complete your plans in

Answered: 8 Skipped: 1

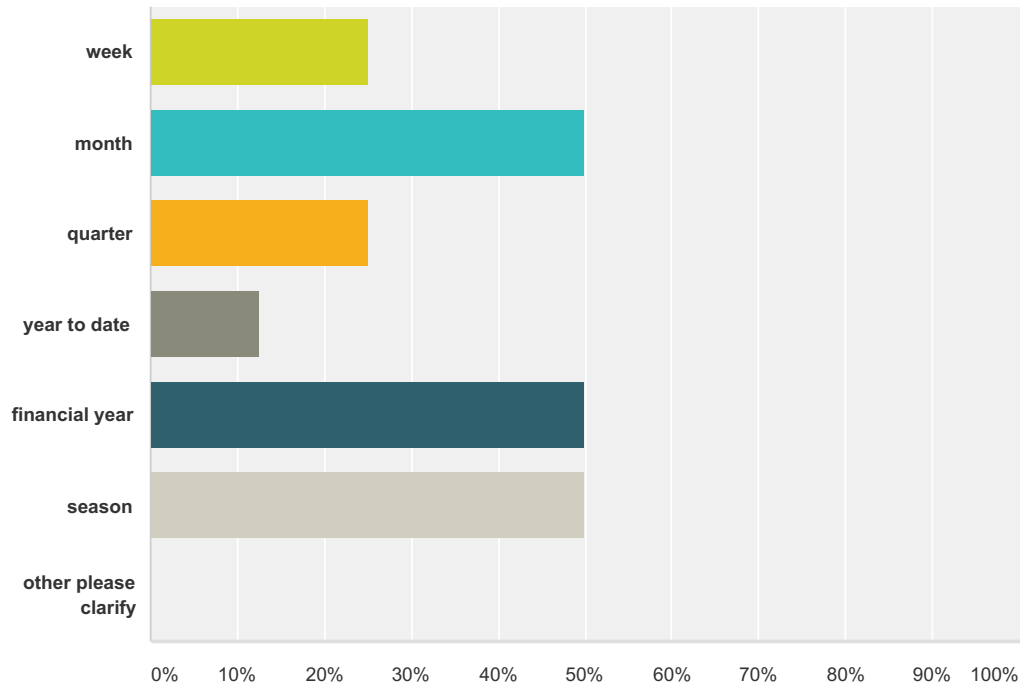


Answer Choices	Responses
Home currency	100.00% 8
Several currencies	0.00% 0
Other (please specify)	0.00% 0
Total	8

#	Other (please specify)	Date
	There are no responses.	

What are the time frames which you typically plan for in each channel?

Answered: 8 Skipped: 1



Answer Choices	Responses
week	25.00% 2
month	50.00% 4
quarter	25.00% 2
year to date	12.50% 1
financial year	50.00% 4
season	50.00% 4
other please clarify	0.00% 0
Total Respondents: 8	

Multi-Channel Retail Planning Survey

Q13 What would you describe is your biggest frustration with regards to multichannel planning

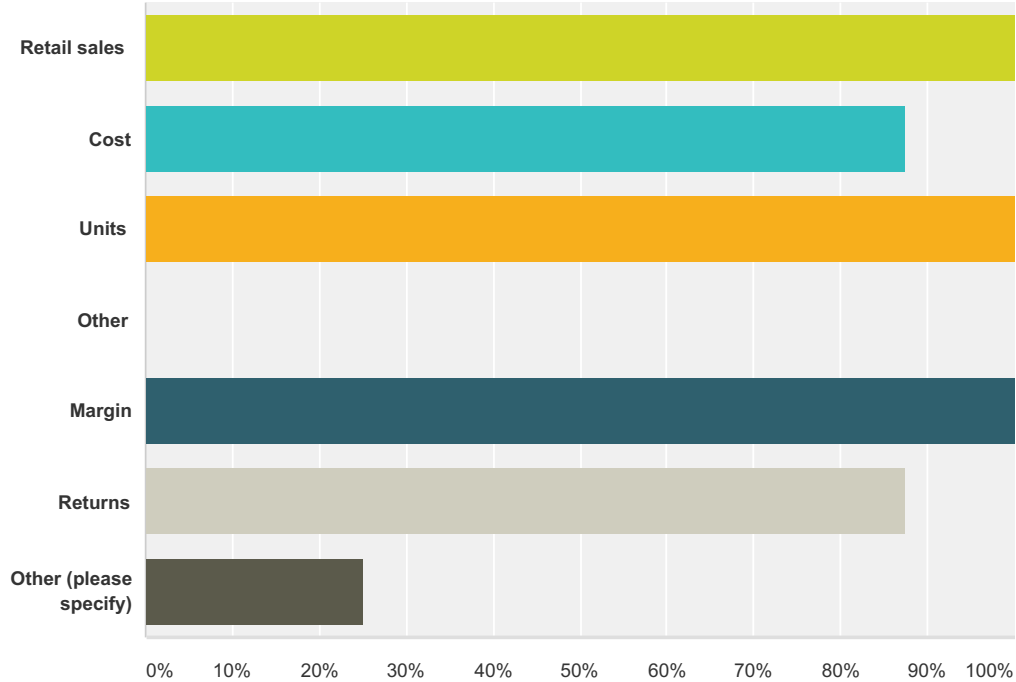
Answered: 9 Skipped: 0

#	Responses	Date
1	Reserving inventory (same stock location) & prioritizing which channels demand gets served first.	3/30/2017 7:26 AM
2	Some inventory is held in "shared" inventory buckets, but sometimes you need to know what portion is designated for a specific channel in order to calculate the planning metrics accurately at a channel level.	3/28/2017 2:01 PM
3	Resources to plan separately	3/28/2017 12:05 PM
4	Getting timely information to more accurately forecast growth and assortment issues.	3/28/2017 10:56 AM
5	Can't say as I am not involved in the planning	3/13/2017 10:33 AM
6	system integration and lack of skills within team to think multichannel	2/25/2017 11:58 PM
7	Complexity of channels	2/23/2017 6:23 AM
8	Varying systems across the channels	2/20/2017 8:28 AM
9	too many interfaces of data flowing from one system to another to obtain the final result.	2/16/2017 9:20 AM

Multi-Channel Retail Planning Survey

In your multichannel plan which of these data elements would you need to see across all channels

Answered: 8 Skipped: 1



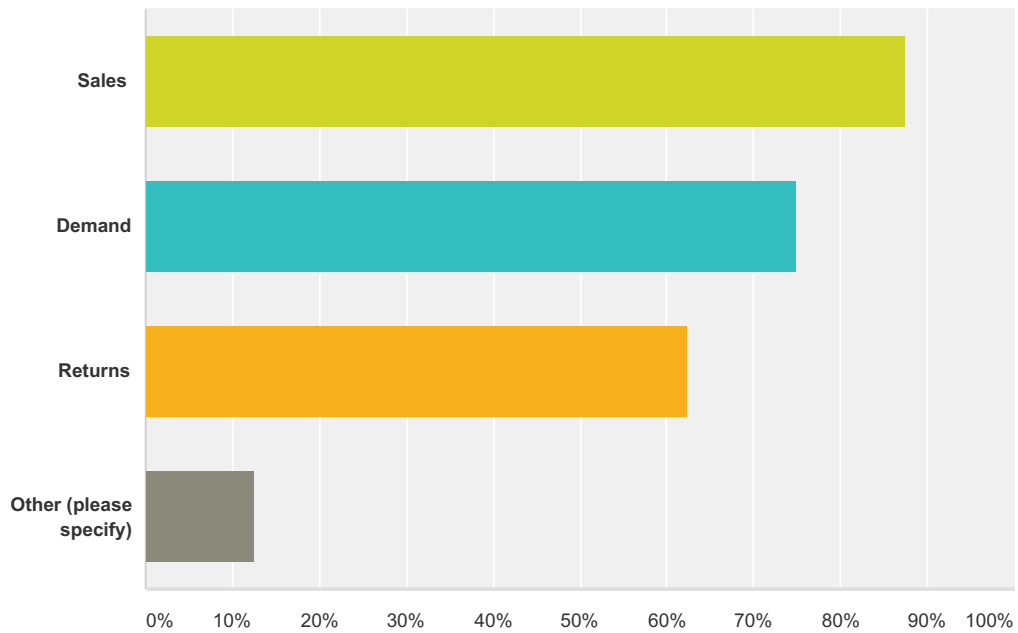
Answer Choices	Responses
Retail sales	100.00% 8
Cost	87.50% 7
Units	100.00% 8
Other	0.00% 0
Margin	100.00% 8
Returns	87.50% 7
Other (please specify)	25.00% 2
Total Respondents: 8	

#	Other (please specify)	Date
1	Purchases; Inventory adjustments; Markdowns	3/28/2017 10:56 AM
2	stock balance due from suppliers	2/25/2017 11:58 PM

Multi-Channel Retail Planning Survey

When Planning your web channel, which of these elements would you plan

Answered: 8 Skipped: 1



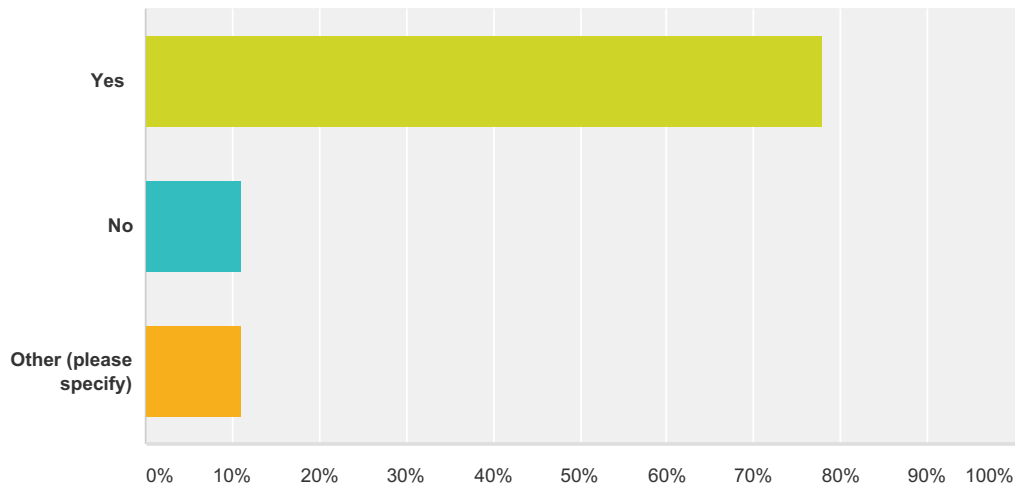
Answer Choices	Responses
Sales	87.50% 7
Demand	75.00% 6
Returns	62.50% 5
Other (please specify)	12.50% 1
Total Respondents: 8	

#	Other (please specify)	Date
1	for starters	2/16/2017 9:20 AM

Multi-Channel Retail Planning Survey

Do you plan promotions across all channels?

Answered: 9 Skipped: 0



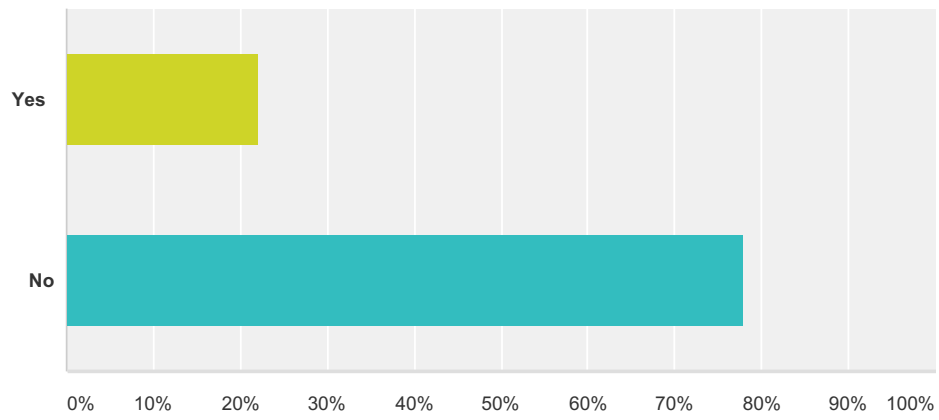
Answer Choices	Responses
Yes	77.78% 7
No	11.11% 1
Other (please specify)	11.11% 1
Total	9

#	Other (please specify)	Date
1	hybrid - try to plan multichannel but not always possible because of time lag of catalogue and external partners promo requirements	2/25/2017 11:58 PM

Multi-Channel Retail Planning Survey

Do you have the same promotions across all channels?

Answered: 9 Skipped: 0

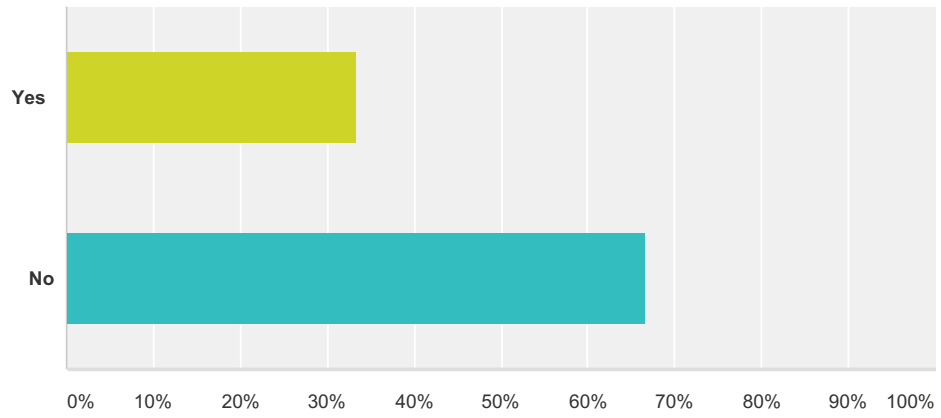


Answer Choices	Responses	
Yes	22.22%	2
No	77.78%	7
Total		9

Multi-Channel Retail Planning Survey

Do you have markdown planning across all channels

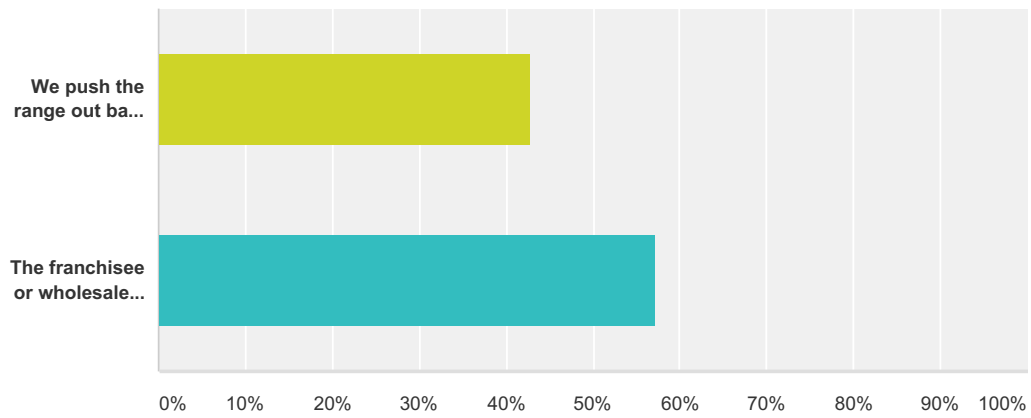
Answered: 9 Skipped: 0



Answer Choices	Responses	
Yes	33.33%	3
No	66.67%	6
Total		9

What is your stock model for wholesale and franchise customers?

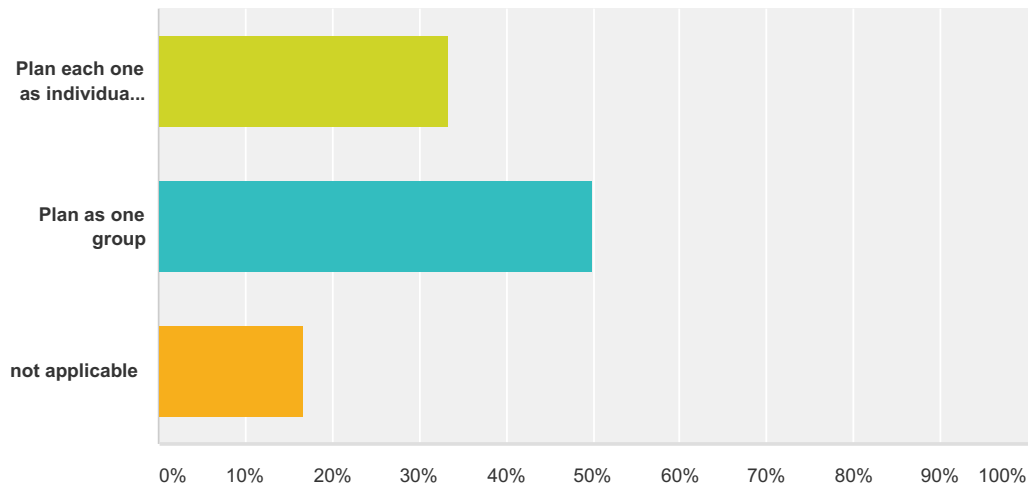
Answered: 7 Skipped: 2



Answer Choices	Responses
We push the range out based on what we believe will sell best in that market	42.86% 3
The franchisee or wholesale customer pulls the range based on what they believe will sell	57.14% 4
Total	7

When planning your wholesale and franchise customers. Do you

Answered: 6 Skipped: 3

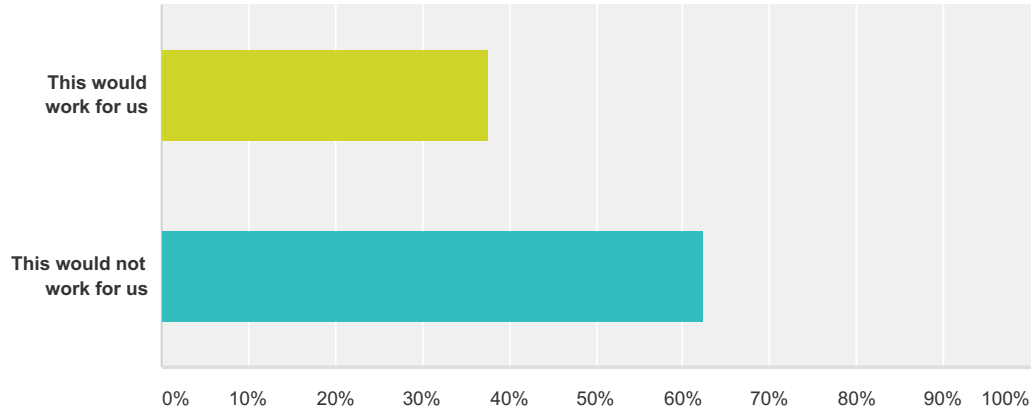


Answer Choices	Responses
Plan each one as individual customers	33.33% 2
Plan as one group	50.00% 3
not applicable	16.67% 1
Total	6

Multi-Channel Retail Planning Survey

When planning across all channels. What would your thoughts be at planning at cost rather than retail

Answered: 8 Skipped: 1

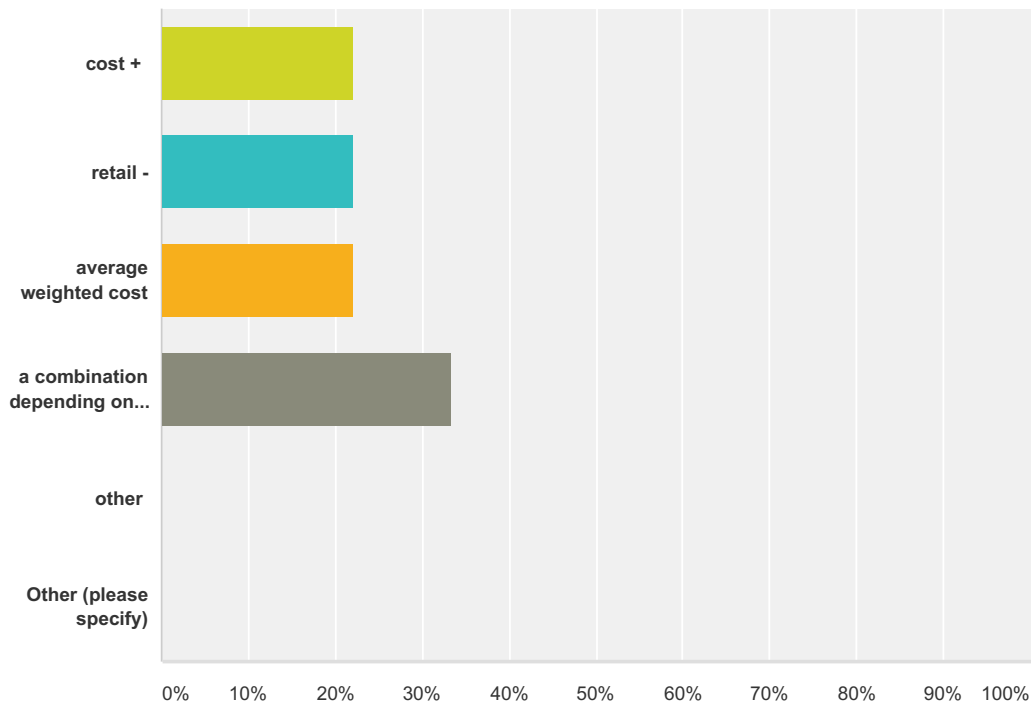


Answer Choices	Responses
This would work for us	37.50% 3
This would not work for us	62.50% 5
Total	8

Multi-Channel Retail Planning Survey

Which of the following cost models do you use across your channels

Answered: 9 Skipped: 0



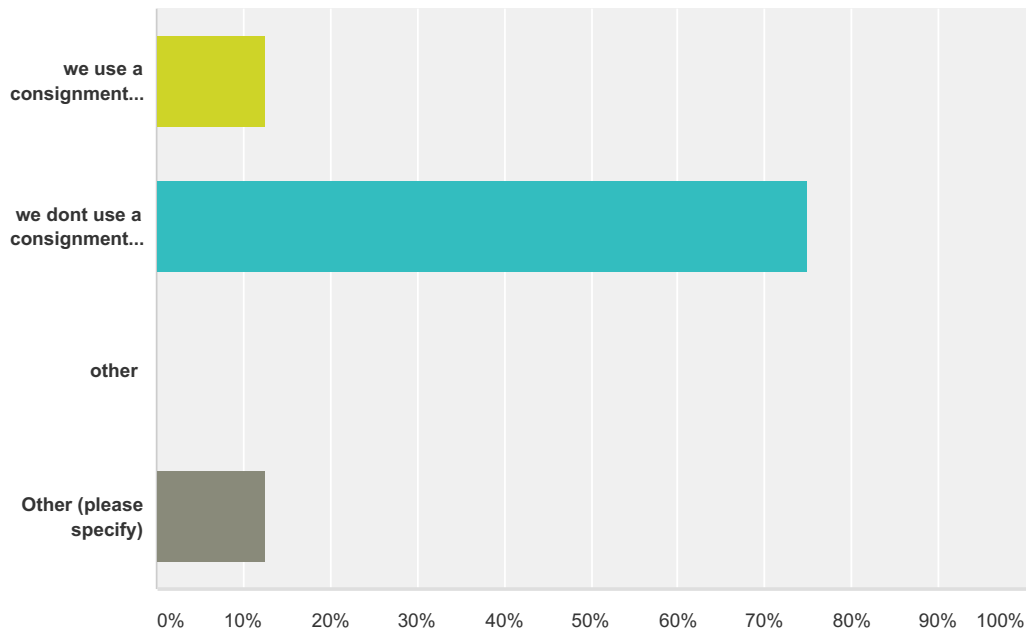
Answer Choices	Responses
cost +	22.22% 2
retail -	22.22% 2
average weighted cost	22.22% 2
a combination depending on channel	33.33% 3
other	0.00% 0
Other (please specify)	0.00% 0
Total	9

#	Other (please specify)	Date
	There are no responses.	

Multi-Channel Retail Planning Survey

Is stock always sold outright or do you use a consignment model

Answered: 8 Skipped: 1



Answer Choices	Responses
we use a consignment model	12.50% 1
we dont use a consignment model	75.00% 6
other	0.00% 0
Other (please specify)	12.50% 1
Total	8

#	Other (please specify)	Date
1	we use a consignment model in our retail partners. our own stores sell outright	3/28/2017 10:56 AM