

**RETAIL / ONLINE   
QUESTIONNAIRE**

BOUTIQUE First Name

Tel Mobile  
Email  
Clickable Links, please.  
Twitter Facebook  
Web site

*The questions below are in no way compulsory however they help the Expert to understand the Store / Ecommerce or project. We wish to use this form for mono brand and multilabel stores. Ignore the questions which may not be applicable to your situation.  
The* ***information remains confidential*** *and will not be disclosed to any third parties.* **Presentation of your store (2/3 paragraphs or 2/3 pages)**

(number of stores, size, set up date, Approx sales, product sold, top 5/10 brands, price range, gender, …)  
Monthly Traffic?  
Conversion rate?  
If not known, why?

What challenges do you face in your retail operations? Wholesale if any?  
Why?

What dashboard do you look at every month to make decisions in the business? (copy of document)

**Stock management and optimisation**  
Are you using a stock management software? Which one?   
What is not working with it if anything?

Would you be ready to share some reports that you are looking at regularly to make important decisions in the business?

How do you set up your buying budget?

Do you work by Brand or by product category? Explain / Why?

What classification structure have you established? In terms of product categories

What are the sales (or percentages) per product category over a 12-month period?

Do you bring fresh goods every month in the retail business? If not why?

Do you have a monthly sales forecast?

Is it done by product category?  
If not, why?  
  
Have you done a break-even analysis?  
Have you done a cash flow projection?  
If you have not prepared the above 2 documents, why?

Do you have any cash flow problem?

**REMINDER:***Retail is detail and Retail is like a puzzle in which all the pieces must nicely fit together.*

*It is important for us to have a holistic approach to ensure we identify the right actions and the right priorities.  
Consequently, we wish to understand the challenges and opportunities you face in the different following functions:*

*Management  
Recruitment, staff management  
Sales / Marketing  
Buying*

*Marketing (acquisition of new clients, connecting with prospects and current clients, press, social media, in store events …)*

*EPOS – Stock management software   
Management and negotiation with Brands*

**QUESTION – NEW STORE or NEW E-COMMERCE WEB SITE**

Launch Date  
Budget  
Have you previously managed a store or ecommerce business ? For how many years?

How will you be identifying your target customers?  
How will you be connecting with those customers?  
When will you start connecting with them? Before the launch date?  
  
Marketing budget to identify and convert the traffic?

Are the goods bought or are you working on consignment?

Expected sales for the first 12 months?  
Expected stock on day 1?

How often are you planning to bring new styles in the store/online?

Have you established a   
business plan? If not, why?  
break even analysis? If not, why?  
cash flow projection? If not, why?

Will you be working and analysing stock and sales by product class and then by brand or just by brand?

**Your notes**

* **.**
* **.**
* **.**

**Other comments**

* **.**
* **.**
* **.**

Merci – Thank you

**CHECK THE GFM BLOG POSTS AS THERE ARE MANY RETAIL TOOLS AND TIPS TO HELP YOU INCREASE SALES.**

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