

MOQ Strategies

A Game-Changer for Profit



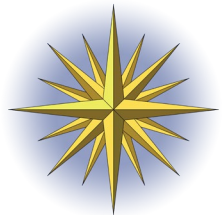
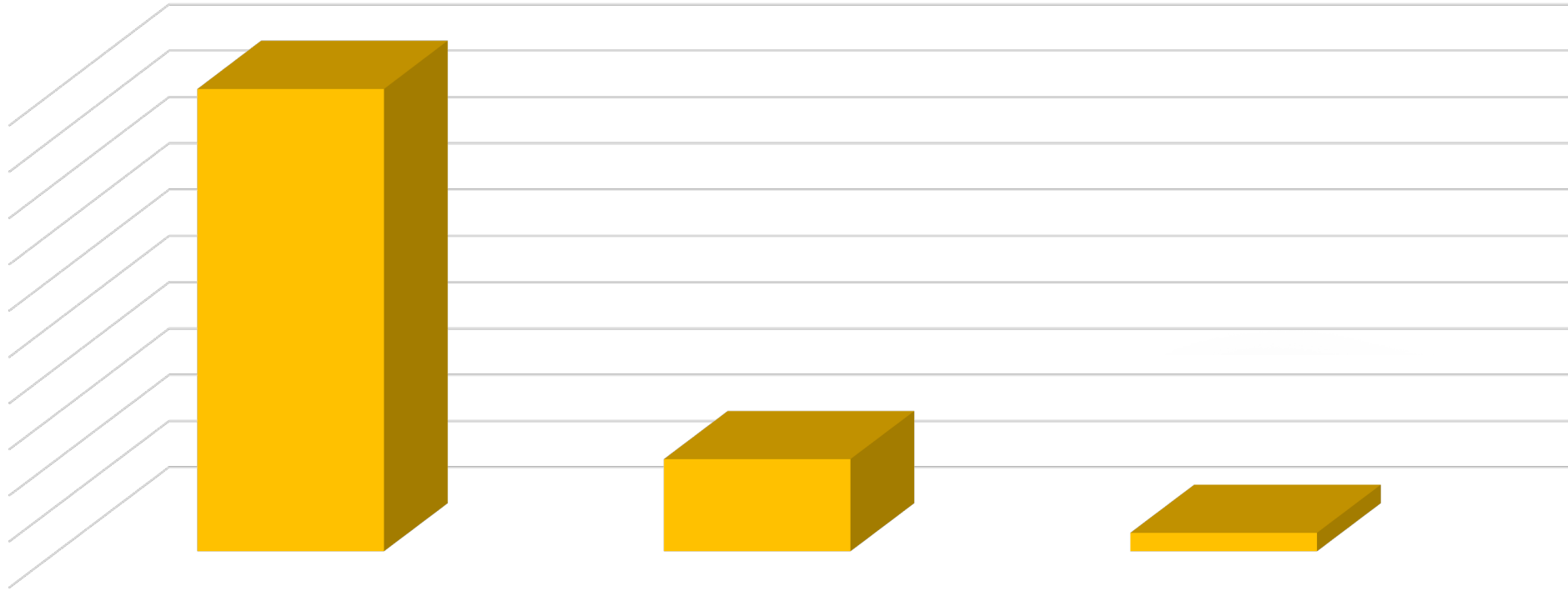
WayPoint
analytics™

Session Agenda

- change action chain
- unique opportunity
- what do we mean – MOQs ?
- MOQ worksheet example
- getting started
- how we can help

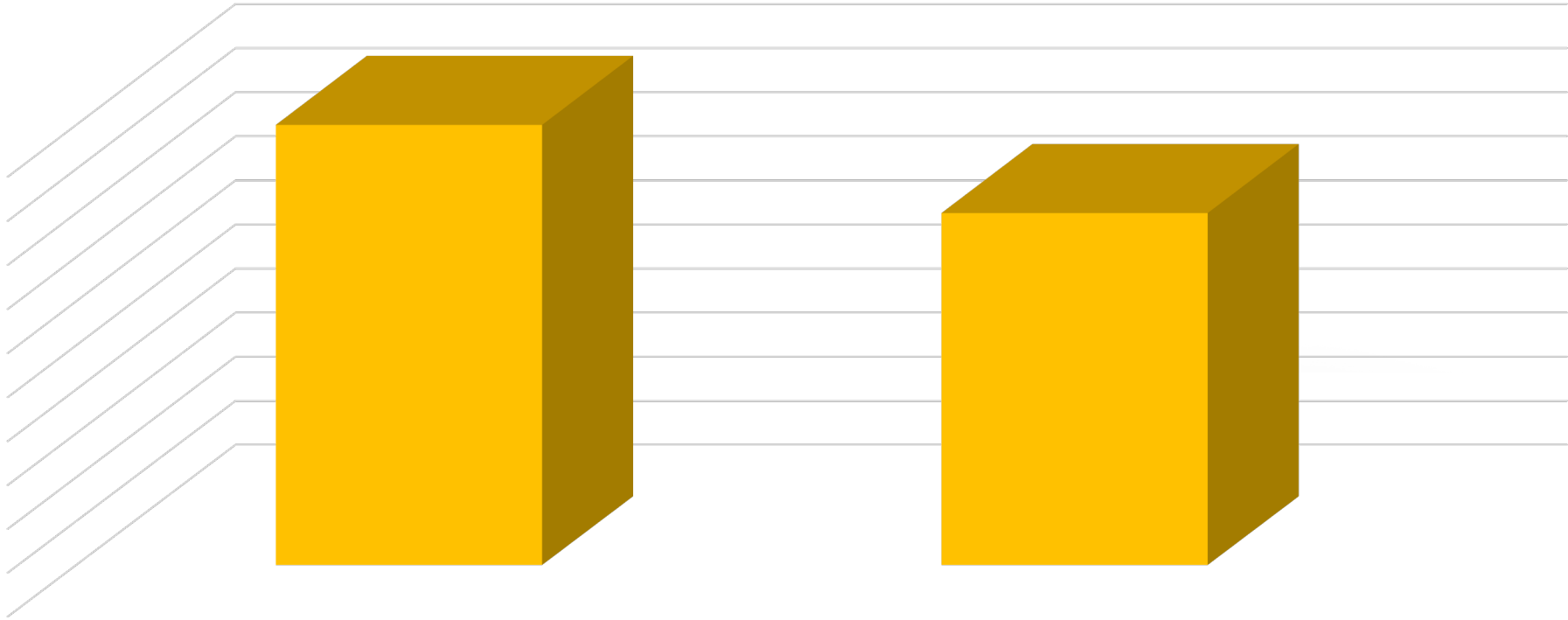


Change Action Chain



WayPoint
analytics™

Change Action Chain



WayPoint
analytics™



MOQs: Min Order Quantities

- significant impact on small orders
- directly affects op cash / expense imbalance at granular level
- reduces overall operating expense
- reduces creation of dead inventory
- easy to affect / control
- immediate effect



	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
	skuUM	ttlQty	ttlRev	ttlGP	ttlExp	ttlNBC	lineRev	lineGP	lineExp	lineNBC	unitRev	unitGP	unitExp	unitNBC	GM	NBCrate	pickQty	pickTimes
325	EA	6	14	1	14	(13)	\$2.34	\$0.21	\$2.32	(\$2.11)	\$2.34	\$0.21	\$2.32	(\$2.11)	9.0%	(90.0%)	1	6
326	EA	4	9	1	3	(2)	\$4.64	\$0.30	\$1.53	(\$1.23)	\$2.32	\$0.15	\$0.77	(\$0.62)	6.5%	(26.5%)	2	2
327	EA	452	1,274	298	393	(96)	\$11.28	\$2.63	\$3.48	(\$0.85)	\$2.82	\$0.66	\$0.87	(\$0.21)	23.4%	(7.5%)	4	113
328	EA	32	85	18	15	3	\$21.30	\$4.62	\$3.86	\$0.76	\$2.66	\$0.58	\$0.48	\$0.10	21.7%	3.6%	8	4
329	EA	60	158	29	15	14	\$31.58	\$5.83	\$3.04	\$2.79	\$2.63	\$0.49	\$0.25	\$0.23	18.5%	8.8%	12	5
330	EA	72	190	32	11	21	\$94.76	\$16.16	\$5.44	\$10.72	\$2.63	\$0.45	\$0.15	\$0.30	17.0%	11.3%	36	2
331	EA	60	149	17	3	13	\$148.64	\$16.81	\$3.34	\$13.46	\$2.48	\$0.28	\$0.06	\$0.22	11.3%	9.1%	60	1
332	EA	62	171	34	24	9	\$171.12	\$33.81	\$24.48	\$9.33	\$2.76	\$0.55	\$0.39	\$0.15	19.8%	5.5%	62	1
333	EA	63	169	42	21	20	\$168.57	\$41.72	\$21.42	\$20.31	\$2.68	\$0.66	\$0.34	\$0.32	24.8%	12.0%	63	1
334	EA	144	410	92	14	78	\$410.10	\$92.43	\$14.10	\$78.33	\$2.85	\$0.64	\$0.10	\$0.54	22.5%	19.1%	144	1
335	EA	4	34	5	11	(6)	\$8.50	\$1.16	\$2.66	(\$1.50)	\$8.50	\$1.16	\$2.66	(\$1.50)	13.7%	(17.6%)	1	4
336	EA	422	3,711	613	751	(138)	\$17.59	\$2.91	\$3.56	(\$0.66)	\$8.79	\$1.45	\$1.78	(\$0.33)	16.5%	(3.7%)	2	211
337	EA	3	24	2	2	(0)	\$23.57	\$1.56	\$1.69	(\$0.13)	\$7.86	\$0.52	\$0.56	(\$0.04)	6.6%	(0.5%)	3	1
338	EA	232	2,061	346	240	106	\$35.53	\$5.96	\$4.13	\$1.83	\$8.88	\$1.49	\$1.03	\$0.46	16.8%	5.2%	4	58
339	EA	8	63	4	2	2	\$62.85	\$4.16	\$2.20	\$1.96	\$7.86	\$0.52	\$0.28	\$0.24	6.6%	3.1%	8	1
340	EA	13	102	7	3	4	\$102.13	\$6.76	\$2.72	\$4.04	\$7.86	\$0.52	\$0.21	\$0.31	6.6%	4.0%	13	1
341	EA	290	1,449	252	520	(268)	\$10.00	\$1.74	\$3.59	(\$1.85)	\$5.00	\$0.87	\$1.79	(\$0.92)	17.4%	(18.5%)	2	145
342	EA	1,048	5,238	934	916	18	\$19.99	\$3.56	\$3.50	\$0.07	\$5.00	\$0.89	\$0.87	\$0.02	17.8%	0.3%	4	262
343	EA	24	120	21	16	5	\$29.89	\$5.26	\$3.90	\$1.36	\$4.98	\$0.88	\$0.65	\$0.23	17.6%	4.5%	6	4
344	EA	476	4,395	793	795	(2)	\$18.47	\$3.33	\$3.34	(\$0.01)	\$9.23	\$1.67	\$1.67	(\$0.00)	18.0%	(0.0%)	2	238
345	EA	112	1,023	182	116	66	\$36.53	\$6.49	\$4.13	\$2.36	\$9.13	\$1.62	\$1.03	\$0.59	17.8%	6.5%	4	28
346	EA	6	52	6	4	2	\$52.18	\$6.43	\$4.00	\$2.43	\$8.70	\$1.07	\$0.67	\$0.41	12.3%	4.7%	6	1
347	EA	610	6,227	1,106	1,046	59	\$20.42	\$3.62	\$3.43	\$0.19	\$10.21	\$1.81	\$1.72	\$0.10	17.8%	1.0%	2	305
348	EA	240	2,445	429	253	176	\$40.75	\$7.14	\$4.21	\$2.93	\$10.19	\$1.79	\$1.05	\$0.73	17.5%	7.2%	4	60
349	EA	30	310	55	21	34	\$62.08	\$10.90	\$4.16	\$6.74	\$10.35	\$1.82	\$0.69	\$1.12	17.6%	10.9%	6	5
350	EA	542	3,488	615	1,014	(399)	\$12.87	\$2.27	\$3.74	(\$1.47)	\$6.44	\$1.14	\$1.87	(\$0.74)	17.6%	(11.4%)	2	271

MOQs: Min Order Quantities

- work from carton quantities
- develop philosophy / rules
- consider customer segments (HLA / HEA / Other)
- consider customer environment
- short action chain



MOQs: Customer View

- reduces manpower
- increases efficiency / profits / sell-through
- minimal inventory increase
- no real change in practices
- you're a good partner



MOQs: Action Plan

- UPC codes / carton quantities into WayPoint
- get MOQ worksheet from WayPoint
- choose target product lines / levels
- generate & load MOQs
- develop & train on policies
- fewer money-losing invoices / accounts



We Can Help

- load UPC / quantities in hours
- deliver custom MOQ worksheet
- assist with bulk processing of rules
- can create loadable datasets

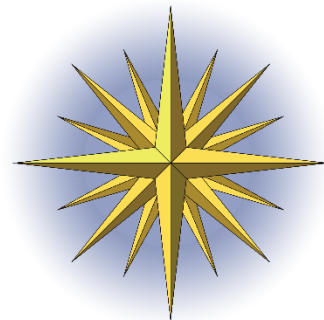




Randy MacLean

www.WayPointAnalytics.net

480-426-9955



WayPoint
analytics™