



#### **Scenario**

The Marbles and Flap Jacks comforter programs have been running at retail for over 1 year. Although weekly results meet the buyer's overall standards, the supplier is weary that the programs may be replaced. Similar designs have fared better at other retailers, so the supplier feels they haven't reached their potential yet at this retailer. The exercise is to uncover the opportunities and show the buyer how taking action will enable these programs to **exceed** rather than meet the standards- solidifying their place in the assortment.

**Data Source:** Downloaded sales and inventory data from the retailer's supplier internet site by store.

#### **Strategy**

Because the manufacturer is held accountable for item performance, it is in their best interest to find both positive and negative opportunities and recommend corrective action to the buyer. This process locates opportunities the buyer doesn't have the time or resources to find, and shows the level of commitment the manufacturer has to improving the business. Growth can come from 2 areas- adding additional stores and making each current store more productive. While the exercise is made up of 10 or so individual reports, all findings and recommended actions will be provided to the buyer on a 1 page clear and concise recap (Exhibit A).

#### **Step 1: Current Program Performance**

The Weekly Analyst report (Exhibit B) shows total sales and inventory as well as store level performance statistics. Both over and underperforming stores need to be located. This report reveals that 11 stores have inventory on Marbles, but no sales. This is unproductive inventory that the buyer is probably not aware of. Most likely these stores have the merchandise in a stockroom, not on the sales floor. This list of stores (Exhibit C) should be provided to the buyer who can email or call these stores for prompt attention. Conversely, there are 59 stores completely sold out of Flap Jacks and stores with high weekly sell through's that should be prioritized for reorders (Exhibit D). In addition, a report of stores with high sell through's (Exhibit E) has been pulled to prioritize the best stores.

#### **Step 2: Improving In-Stock Levels**

Even if the buyer manages reorders with an auto replenishment system, it may not adjust for lost sales, or pick up sales trends fast enough (this leaves a wide gap for additional lost sales). Running the data sets through the Replenishment Advisor module will detail each store's needs based on what they are earning (rate of sale). This replenishment report (Exhibit F) reveals 42 stores that need at least 1 unit of Marbles. It shows the annual unit potential for each store, and how much inventory is needed to support that rate of sale. The same report can be run for Flap Jacks as well. These reports can be compared and used to update the buyer's auto replenishment system. Most retailers that use an auto-replenishment system don't do a lot of in-season management- they just let the system run regardless of lost opportunity. If done weekly, the Replenishment Advisor ensures that each store has enough inventory to maximize sales. The end product is increased sales and turnover for the buyer, and increased reorders for the manufacturer. And because all reports are in an action-oriented format, the buyer has very little work to do to implement the recommended actions.

#### **Step 3: Ensure Wholesale Buys Cover Estimated Sales**

So far, we have looked at reports that show immediate needs. We've pinpointed opportunities on a very detailed level. The next step is to look out, and determine what inventory will be needed to support future sales. One benefit of a mature program is that we have enough history to plan more consistent shipments with more accurate quantities, reducing the overall capital investment on inventory. This program is a direct import (letter of credit), so it is not in the supplier's interest to keep shelf stock. After adjusting the forecast based on the opportunities we find (positive or negative), monthly shipments can be planned that can roll through the distribution center and out to stores without having much shelf stock. The Forecast Master (Exhibit G) gives us 10 months of rolling estimates. The basis of the forecast includes lead time for manufacturing, ocean transit and distribution to stores once stateside, and a seasonality factor. This forecast reveals what wholesale buys need to be placed with the factory, and when they need to arrive stateside to ensure we support the sales trend.

#### ***Step 4: Additional Growth Opportunities***

Now that we have inventory under control, we want to see what else we can do to increase the penetration of our 2 items. Using the Demographic Profiler (Exhibit H), we determine what characteristics make up the communities in which the top performing stores are located. For Marbles, the best stores are in communities where the average age is 35, primarily white, rent, their home, have high education levels and have income levels at the U.S. average. The item also shows a strong preference in Asian communities. The top selling Flap Jack stores are located in communities where the average age is 35, and have a greater percentage of African Americans or Asians in their communities. They rent, have a high education level and make slightly more money than the U.S. average. The next step is to find out if there are other stores in the retail chain that match these preferences, but are not currently on the distribution list for these items.

We find 11 additional stores that have a high Asian population, low African American population with average per capita incomes that could sell Marbles (Exhibit I), and an additional 93 stores that have a similar profile to Flap Jack (Exhibit J). This is an easy way to show the buyer how they can easily increase business by matching merchandise with stores that have a proven preference for it. You could do a similar exercise to find the same types of stores at other retail chains. It's an easy way to do a low risk test with a potential customer.

#### ***Step 5: Using Geography***

Finally, we used Microsoft Map Point to plot the top doors for each item on a map (Exhibit K). Now we can see if there are any specific geographic issues related to sales. Coastal areas and pockets of the Mid West show most of the top performance. The maps can also be used to review poor performing stores to eliminate them in future distributions of similar items.

#### **Results**

By locating and taking action with stores that have inventory and no sales, we've immediately improved the inventory productivity and increased sales. Second, we generated reorders and improved in-stock position in high sell through stores, which also generates additional sales. Finally, we added over 100 new stores to the distribution of these 2 items which will add +10% in additional sales.

The Summary of Findings and Recommended Actions (Exhibit A) is a one page document that shows very quickly how to improve the performance of any item. It shows the buyer that a manufacturer has the power to study in great detail the performance of an item. The buyer benefits in many ways, including revealing the opportunities on someone else's resources, and the value of a true vendor partner that has a deep understanding of the business. The manufacturer benefits because they have a better shot at getting action taken. Additionally, it will be harder for the buyer to "fish" for financial assistance if they know the manufacturer is on top of the numbers and knows the business better than they do.



## 1 Page Summary and Recommended Actions for ABC Company

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There are 11 stores that have inventory on Marbles and no sales.

**ACTION:** Need to give this list to the buyer and ask them to verify with the stores that they actually have the merchandise (aka, get the merchandise out of the stockroom and onto the sales floor).

Over 23% of the stores had a sell through greater than 12% on Flap Jacks queen comforters last week.

Over 17% of the stores had a sell through greater than 12% on Marbles queen comforters last week.

**ACTION:** Check inventory levels in these stores to determine if a replenishment order should be placed.

59 stores are completely sold out of Flap Jacks queen comforters.

**ACTION:** If continuing, run replenishment now. If not continuing, is there any excess inventory that can be sent to those stores (which were the most productive) to balance accessories during the sell down period?

Replenishment run on Marbles queen comforter. Using a weeks of supply model of 14 weeks (JCP's average), there are 42 stores that need at least 1 unit now.

**ACTION:** Request replenishment order from Buyer. If on auto-replenishment, request increasing model in these stores to get these stores to their sales potential.

Forecast run on Marbles queen comforter. Using a coverage model of 26 weeks (14 weeks of supply for JCP + 12 weeks lead time), the forecast shows needs of 406 units November, 818 units for December and 884 units in January to maximize sales.

**ACTION:** Place wholesale buys with overseas factory.

### **Demographic Profile for Marbles queen comforter:**

This item is selling best in communities where the average age is 35, primarily white, who rent, have high education levels and have income levels at the U.S. average. The item also shows a strong preference in Asian communities. There are an additional 11 stores that have a high Asian population, low African American population with average per capita incomes.

**ACTION:** Request these doors be added to the Marbles distribution, or included in future patterns with similar styling.

### **Demographic Profile for Flap Jacks queen comforter:**

This item is selling best in communities where the average age is 35, and have a greater % of African Americans or Asians in their communities. They rent, have a high education level and make slightly more money than the U.S. average. There are an additional 93 stores that have a similar profile but currently aren't on the distribution for Flap Jacks.

**ACTION:** Request these doors be added to the Flap Jacks distribution, or included in future patterns with similar styling.

Inventory to Sales Analysis based on Demographics: This report determines if inventory is tied up in stores that don't show a preference for the item. In the example for Flap Jacks for instance, the item shows a preference in African American communities, however there is less inventory in those doors, and more inventory in Hispanic markets.

**ACTION:** Recommend distribution (quantity by store) of similar styled product to buyer.

### **Geographic Maps**

Red dots show the top 100 Marbles doors. Yellow push pins show the top 100 Flap Jacks doors.

**ACTION:** Study geographic preferences for pattern, use to help assort future programs.



ABC MFG			
Weekly Analyst Module- Multiple Sku Analysis			
Current Week:	37	Data Week:	3605
Items:	Flap Jacks	Marbles	Totals
<u>Inventory Statistics</u>			
On Hand:	2316	6033	<b>8349</b>
On Order:	0	556	<b>556</b>
Coverage in Weeks:	7	29	
<u>Sales Statistics</u>			
YTD Sales:	8896	6313	<b>15209</b>
YTD ST%:	79.30%	51.10%	<b>64.60%</b>
Week Sales:	205	315	<b>520</b>
Week ST%:	8.10%	5%	<b>5.90%</b>
Average Weekly Sales:	356	210	<b>566</b>
Av Sls/Store/Wk:	0.6	0.4	<b>1</b>
<u>Store Execution Statistics</u>			
# Stores:	586	574	
# Stores with No On Hand:	<b>59</b>	6	
# Stores with no Receipts:	0	0	
# Stores with Receipts but No Sales YTD:	1	<b>11</b>	
# Stores with Sales Last Week:	159	228	
# Stores with Sales YTD:	527	533	
# Stores with No Sales Last Week:	370	317	
# Stores with No Sales YTD:	2	12	
# Stores with On Order:	0	137	
# Stores with LW ST% > 12%:	136	95	
# Stores with LW ST% < 12%:	450	479	
# Stores with YTD ST% > 50%:	506	279	
# Stores with YTD ST% < 50%:	99	335	



<b>Stores with Receipts, No Sales YTD</b>		<b>Item: Marbles</b>			
<b>Store</b>	<b>Location</b>	<b>On Hand</b>	<b>On Order</b>	<b>In Tran</b>	<b>YTD SLS</b>
2866	Ashwaubenon , Wi	8	4	0	0
2091	South Portland , Me	12	0	0	0
2842	Goodyear , Az	8	0	0	0
2622	Cape Coral , Fl	9	0	0	0
2845	Akron , Oh	8	0	0	0
46	Richmond Heights , Oh	17	0	0	0
2810	Billings , Mt	6	2	0	0
2844	Friendswood , Tx	8	0	0	0
1262	St Louis , Mo	6	0	0	0
1064	El Paso , Tx	6	0	0	0
1087	El Paso , Tx	6	0	0	0



Stores with No On Hand		Item: Flap Jacks			
Store	Location	On Hand	On Order	In Tran	YTD SLS
1373	St Louis , Mo	0	0	0	58
2218	Hoover , Al	0	0	0	43
911	Omaha , Ne	0	0	0	33
2258	Augusta , Ga	0	0	0	29
663	North Little Rock , Ar	0	0	0	29
816	Newark , De	0	0	0	27
1953	Hialeah , Fl	0	0	0	25
2677	Northridge , Ca	-1	0	0	25
1192	Massapequa L I , Ny	0	0	0	24
1749	Texarkana , Tx	0	0	0	24
1206	Citrus Hts , Ca	0	0	0	23
2789	Wellington , Fl	0	0	0	23
1531	Langhorne , Pa	0	0	0	22
288	Portland , Or	0	0	0	22
218	Indianapolis , In	0	0	0	20
2304	Topeka , Ks	0	0	0	20
863	Colorado Springs , Co	0	0	0	20
2175	Monroe , La	0	0	0	19
2309	Jensen Beach , Fl	0	0	0	19
203	Media , Pa	0	0	0	18
2364	Cheektowaga , Ny	0	0	0	18
1844	Hayward , Ca	-1	0	0	17
699	Glendale , Ca	0	0	0	17
1004	Tampa , Fl	0	0	0	16
1617	Jonesboro , Ar	0	0	0	16
2809	Newport News , Va	0	0	0	16
859	Columbia , Sc	0	0	0	16
1870	St Joseph , Mo	0	0	0	15
1122	Oklahoma City , Ok	0	0	0	14
1963	Davenport , Ia	0	0	0	14
2477	Freehold , Nj	0	0	0	14
2624	Lexington , Ky	0	0	0	14
2712	Camp Hill , Pa	0	0	0	14
2757	Littleton , Co	0	0	0	14
794	Wilmington , Nc	-1	0	0	13
808	Anderson , Sc	0	0	0	13
1362	Duluth , Mn	0	0	0	12
2250	Newington , Nh	0	0	0	12
2466	Texas City , Tx	0	0	0	12
2622	Cape Coral , Fl	0	0	0	12
20	Lower Burrell , Pa	0	0	0	10
2083	Charleston , Wv	0	0	0	10
2417	Cary , Nc	0	0	0	10
2505	Springfield , Il	0	0	0	10
2694	Colorado Springs , Co	0	0	0	10
36	Antioch , Tn	0	0	0	10
920	Cape Girardeau , Mo	0	0	0	10



Stores with > 12 ST% Last Week		Item: Marbles			
<u>Store</u>	<u>Location</u>	<u>On Hand</u>	<u>On Order</u>	<u>LW SLS</u>	<u>LW ST%</u>
485	Kennewick , Wa	2	0	3	60%
695	Staten Island , Ny	2	2	2	50%
739	Slidell , La	6	0	4	40%
2873	Abilene , Tx	5	0	3	37.50%
2773	Winchester , Va	5	8	3	37.50%
834	Freehold , Nj	5	6	3	37.50%
2871	Wesley Chapel , Fl	5	4	3	37.50%
1455	Boise , Id	7	4	4	36.40%
2840	Bronx , Ny	8	0	4	33.30%
1623	Orlando , Fl	6	0	3	33.30%
2839	Pine Bluff , Ar	4	0	2	33.30%
1432	Elmhurst , Ny	7	4	3	30%
2312	Lynnwood , Wa	10	0	4	28.60%
2477	Seattle , Wa	5	6	2	28.60%
902	Meriden , Ct	5	0	2	28.60%
2463	Jacksonville , Fl	10	2	4	28.60%
1150	Aurora , Il	8	4	3	27.30%
1529	Columbia , Sc	6	4	2	25%
2011	Montgomery , Al	3	8	1	25%
232	Taunton , Ma	9	0	3	25%
696	North Dartmouth , Ma	6	0	2	25%
2353	Southaven , Ms	6	4	2	25%
106	Toledo , Oh	9	0	3	25%
814	Katy , Tx	6	4	2	25%
2491	Jonesboro , Ar	6	0	2	25%
135	Amarillo , Tx	6	0	2	25%
402	Centerville , Oh	10	0	3	23.10%
2165	Sacramento , Ca	7	4	2	22.20%
1241	Port Charlotte , Fl	7	0	2	22.20%
1509	Roseville , Mn	7	6	2	22.20%
1959	Bakersfield , Ca	11	4	3	21.40%
478	Novi , Mi	8	0	2	20%
2467	Sterling Hts , Mi	4	8	1	20%
1037	Toms River , Nj	8	4	2	20%
1965	Littleton , Co	8	0	2	20%
2824	Des Peres , Mo	8	0	2	20%
2711	Albuquerque , Nm	12	4	3	20%
2718	Reno , Nv	9	6	2	18.20%
2814	Glendale , Az	18	6	4	18.20%
1192	Lincoln , Ne	9	0	2	18.20%
116	Pueblo , Co	9	0	2	18.20%
251	Lewisville , Tx	9	0	2	18.20%
90	North Little Rock , Ar	9	2	2	18.20%
2807	Greensburg , Pa	9	0	2	18.20%
211	Portland , Or	14	0	3	17.60%
2651	N Charleston , Sc	10	0	2	16.70%
644	Tacoma , Wa	15	0	3	16.70%
2757	Silverdale , Wa	10	0	2	16.70%
2816	Olympia , Wa	5	4	1	16.70%
2219	Manchester , Ct	10	4	2	16.70%
2284	San Bruno , Ca	5	8	1	16.70%
709	Goodlettsville , Tn	10	4	2	16.70%

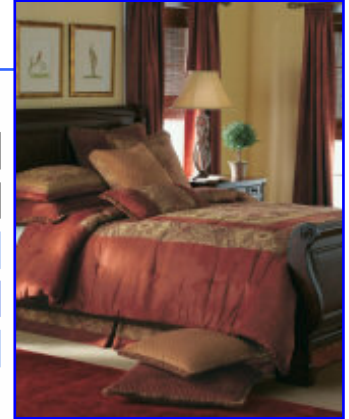


**Marbles Replenishment**

<u>Store</u>	<u>Location</u>	<u>WK SLS</u>	<u>OH</u>	<u>OO</u>	<u>YTD SLS</u>	<u>YTD ST%</u>	<u>WK ST%</u>	<u>% Complete</u>	<u>Ann Pot</u>	<u>% Wks Cov</u>	<u>Calc OH</u>	<u>Replenish</u>
1617	Jonesboro , Ar	0	0	0	18	100.0%	NaN	52.3%	34	28.4%	10	10
1261	Green Bay , Wi	0	1	0	19	95.0%	.%	52.3%	36	28.4%	10	9
2380	Cincinnati , Oh	0	-1	0	12	109.1%	.%	52.3%	23	28.4%	7	8
859	Columbia , Sc	0	0	0	12	100.0%	NaN	52.3%	23	28.4%	7	7
2209	Bakersfield , Ca	3	11	4	41	78.8%	21.4%	52.3%	78	28.4%	22	7
1432	Sterling Hts , Mi	1	4	8	33	89.2%	20.0%	52.3%	63	28.4%	18	6
1004	Tampa , Fl	0	2	0	12	85.7%	.%	52.3%	23	28.4%	7	5
2790	Exton , Pa	0	0	0	10	100.0%	NaN	52.3%	19	28.4%	5	5
1256	Kennewick , Wa	3	2	0	13	86.7%	60.0%	52.3%	25	28.4%	7	5
2434	Albuquerque , Nm	3	12	4	38	76.0%	20.0%	52.3%	73	28.4%	21	5
20	Lower Burrell , Pa	0	0	0	10	100.0%	NaN	52.3%	19	28.4%	5	5
2025	Evansville , In	0	2	6	23	92.0%	.%	52.3%	44	28.4%	12	4
2169	Amarillo , Tx	2	6	0	18	75.0%	25.0%	52.3%	34	28.4%	10	4
485	Abilene , Tx	3	5	0	14	73.7%	37.5%	52.3%	27	28.4%	8	3
1241	Salinas , Ca	2	13	4	37	74.0%	13.3%	52.3%	71	28.4%	20	3
1932	Fresno , Ca	0	16	0	35	68.6%	.%	52.3%	67	28.4%	19	3
863	Colorado Springs , Co	0	6	6	27	81.8%	.%	52.3%	52	28.4%	15	3
709	Orlando , Fl	3	6	0	17	73.9%	33.3%	52.3%	33	28.4%	9	3
1049	Aurora , Il	3	8	4	27	77.1%	27.3%	52.3%	52	28.4%	15	3
2763	The Woodlands , Tx	1	8	4	28	77.8%	11.1%	52.3%	54	28.4%	15	3
1590	Wichita , Ks	1	5	4	23	82.1%	16.7%	52.3%	44	28.4%	12	3
232	Tacoma , Wa	3	15	0	31	67.4%	16.7%	52.3%	59	28.4%	17	2
696	Seattle , Wa	2	5	6	24	82.8%	28.6%	52.3%	46	28.4%	13	2
992	Springfield , Ma	0	3	0	9	75.0%	.%	52.3%	17	28.4%	5	2
251	Glendale , Az	4	18	6	48	72.7%	18.2%	52.3%	92	28.4%	26	2
1188	Springfield , Mo	1	19	0	39	67.2%	5.0%	52.3%	75	28.4%	21	2
2466	Texas City , Tx	1	6	0	14	70.0%	14.3%	52.3%	27	28.4%	8	2
2709	Fayetteville , Ar	1	14	0	29	67.4%	6.7%	52.3%	55	28.4%	16	2
1317	Atlanta , Ga	0	3	0	7	70.0%	.%	52.3%	13	28.4%	4	1
2312	Boise , Id	4	7	4	23	76.7%	36.4%	52.3%	44	28.4%	12	1
2463	Staten Island , Ny	2	2	2	9	81.8%	50.0%	52.3%	17	28.4%	5	1
2011	Lynnwood , Wa	4	10	0	20	66.7%	28.6%	52.3%	38	28.4%	11	1
1831	Anchorage , Ak	1	9	0	18	66.7%	10.0%	52.3%	34	28.4%	10	1
402	Meriden , Ct	2	5	0	11	68.8%	28.6%	52.3%	21	28.4%	6	1
1702	Titusville , Fl	0	0	0	1	100.0%	NaN	52.3%	2	28.4%	1	1
1339	Joplin , Mo	0	9	0	19	67.9%	.%	52.3%	36	28.4%	10	1
2347	Port Charlotte , Fl	2	7	0	15	68.2%	22.2%	52.3%	29	28.4%	8	1
30	Burnsville , Mn	1	16	0	31	66.0%	5.9%	52.3%	59	28.4%	17	1
2473	Houston , Tx	0	5	0	11	68.8%	.%	52.3%	21	28.4%	6	1
663	North Little Rock , Ar	2	9	2	22	71.0%	18.2%	52.3%	42	28.4%	12	1
99	Fayetteville , Nc	1	15	0	29	65.9%	6.3%	52.3%	55	28.4%	16	1
268	Bridgeport , Wv	0	3	0	7	70.0%	.%	52.3%	13	28.4%	4	1



ABC MFG																				
Forecasting Module- BUYS NEEDED																				
Current Week: 37																				
										OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	
ITEM	TOT INV	YTD SLS	ANN POT	AV WK SLS	% COMP	SHELF STOCK	1st SHIP	2nd SHIP	3rd SHIP	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY	
Marbles	6589	6313	11051	210	57.1%	25	100	200	50	0	406	818	884	1249	862	973	1171	995	674	
										MONTHLY SALES FORECAST -->										
Marbles											729	1171	995	674	1006	652	785	984	818	884



	MEDIAN AGE	% WHITE	% AFAM	% ASIAN	% HISP	% MAR	% KIDS <18	OWN HOME	RENT HOME	AV HH SIZE
Top 10%	35.0	75.3%	11.6%	4.4%	12.1%	49.0%	35.0%	60.9%	38.9%	2.73
Bottom 10%	35.0	82.9%	7.4%	2.1%	11.8%	47.3%	31.9%	61.4%	38.6%	2.42
AV. of All :	35.0	76.9%	12.0%	3.7%	11.2%	48.3%	34.0%	61.5%	38.3%	2.65
US Average	35.0	75.1%	12.3%	3.6%	12.5%	51.7%	36.0%	66.2%	33.8%	3.00
JCPenney av	35.0	77.7%	11.3%	5.9%	11.0%	47.4%	34.2%	60.5%	39.3%	3.00

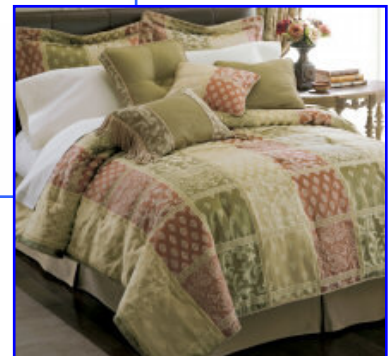
  

	% BACH DEGREE	HHOLD INCOME	FAM INCOME	PER CAP INCOME	# ROOMS	AV MRG PMT	AV RENT PMT	Item:
Top 10%	26.3%	\$43,427	\$51,311	\$21,413	5.0	\$1,037	\$611	Marbles QN Comforter
Bottom 10%	26.4%	\$36,901	\$46,758	\$19,210	5.0	\$970	\$551	
AV. of All :	25.9%	\$41,822	\$50,054	\$21,042	5.0	\$1,026	\$600	
US Average	24.4%	\$41,994	\$50,046	\$21,587	5.0	\$1,088	\$602	
JCPenney av	24.0%	\$38,856	\$47,051	\$19,961	5.0	\$969	\$563	

	MEDIAN AGE	% WHITE	% AFAM	% ASIAN	% HISP	% MAR	% KIDS <18	OWN HOME	RENT HOME	AV HH SIZE
Top 10%	35.0	74.7%	13.4%	4.5%	11.1%	48.8%	34.3%	61.3%	38.3%	2.67
Bottom 10%	35.0	75.8%	17.5%	2.0%	6.7%	45.7%	33.8%	59.9%	39.9%	2.56
AV. of All :	35.0	76.6%	12.6%	3.6%	10.9%	48.3%	34.1%	61.4%	38.3%	2.65
US Average	35.0	75.1%	12.3%	3.6%	12.5%	51.7%	36.0%	66.2%	33.8%	3.00
JCPenney av	35.0	77.7%	11.3%	5.9%	11.0%	47.4%	34.2%	60.5%	39.3%	3.00

	% BACH DEGREE	HHOLD INCOME	FAM INCOME	PER CAP INCOME	# ROOMS	AV MRG PMT	AV RENT PMT	Item:
Top 10%	26.5%	\$43,752	\$51,680	\$21,745	5.0	\$1,054	\$626	Flap Jacks QN Comforter
Bottom 10%	22.0%	\$35,909	\$44,602	\$18,564	5.0	\$883	\$513	
AV. of All :	25.3%	\$41,577	\$49,680	\$20,881	5.0	\$1,016	\$595	
US Average	24.4%	\$41,994	\$50,046	\$21,587	5.0	\$1,088	\$602	
JCPenney av	24.0%	\$38,856	\$47,051	\$19,961	5.0	\$969	\$563	





**ABC Manufacturing Recommended additional doors for Marbles based on demographic preferences of best current doors.**

STORE	CITY	STATE	ZIP	TOT POP	MED AGE	% WHITE	% AFAM	% ASIAN	% HISP	% MARRIE	% OWN	% RENT	% BACH DEG	PER CAP INC	AV # ROOMS
2741	LAKWOOD	NY	14750	79345	35.3	62.7%	7.3%	13.5%	22.8%	57.8%	72%	28%	20.7%	\$22095	5.4
305	VOORHEES	NJ	8002	28126	37.2	78.3%	8%	11.4%	2.5%	57%	67.3%	32.7%	46.2%	\$33635	6.4
2737	MCLEAN	VA	22102	38929	43.4	84.6%	1.6%	10.6%	4%	68.3%	85.2%	14.8%	75.4%	\$63209	8.5
2787	HICKSVILLE	NY	11801	41260	38.9	84.6%	1.4%	9%	9.3%	64.5%	85.5%	14.5%	25.7%	\$26741	6.5
225	DUBLIN	GA	31021	13392	35.4	89.7%	1.7%	7.4%	1%	70.7%	76.8%	23.2%	64.7%	\$41122	7.6
2627	CHESTERFIELD	MO	63005	46802	41.8	91.3%	1.9%	5.6%	1.6%	65.5%	77.9%	22.1%	60.6%	\$43288	7.6
133	ROCHESTER	NH	3867	85806	34.3	87.5%	3.6%	5.6%	3%	51.8%	71%	29%	31.8%	\$24811	5.8
2329	LATHAM	NY	12110	8720	38.1	89.9%	2.9%	5.2%	2.1%	58.7%	71.3%	28.7%	40%	\$25737	6.2
2758	CORALVILLE	IA	52241	15123	29.8	87%	4.2%	5.2%	3%	40.3%	49.1%	50.9%	51.8%	\$23283	4.6
2886	TEMPE	AZ	85283	158625	28.8	77.5%	3.7%	4.7%	17.9%	38.4%	51%	49%	39.6%	\$22406	4.8
1302	MONROEVILLE	PA	15146	29349	42.6	85.6%	8.3%	4.4%	.8%	52.7%	69.7%	30.3%	35.6%	\$24031	5.8

\* These stores meet 3 factors: High Asian Population, Low African American Population and Average Per Capita Income.

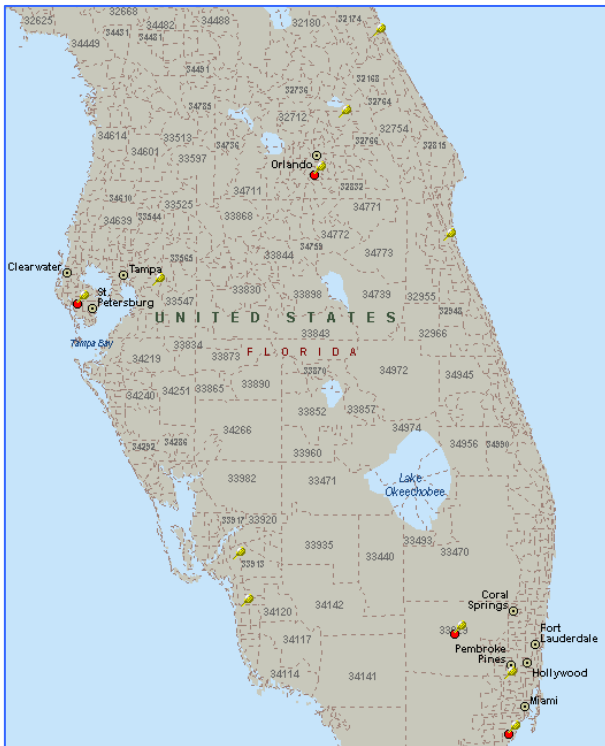
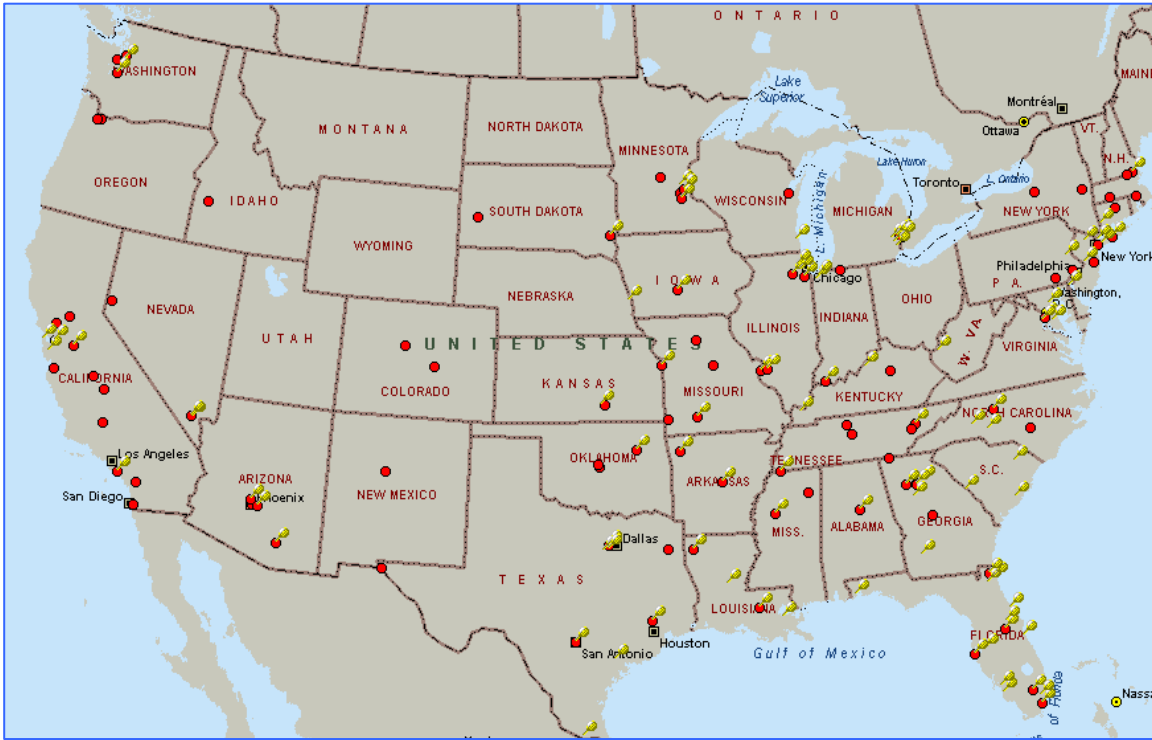


ABC Manufacturing		Recommended additional doors for Flap Jacks based on demographic preferences of best current doors													
STORE	CITY	STATE	ZIP	MED AGE	% WHITE	% AFAM	% ASIAN	% HISP	% OWN	% RENT	% BACH DEG	PER CAP INC	AV # ROOM	AV MO MRT	AV MO RENT
1916	POMPANO BEACH	FL	33064	34.1	.8%	96.6%	.1%	1.7%	78.4%	21.6%	21.6%	\$23938	4.2	\$1242	\$707
1213	MONTGOMERY	AL	36116	25.6	19.3%	78.8%	.5%	.9%	57.8%	42.2%	15.8%	\$10969	4.9	\$650	\$508
244	SELMA	AL	36701	36.2	28.8%	69.7%	.6%	.7%	52.5%	47.5%	18.4%	\$13369	5.3	\$660	\$343
1141	GREENVILLE	MS	38701	31.5	28.9%	69.6%	.7%	.7%	55.8%	44.2%	17.5%	\$13992	5.1	\$682	\$433
2366	MONROE	MI	48162	29.1	36.8%	61.1%	1.1%	1.1%	49.6%	50.4%	26.9%	\$15933	5.1	\$763	\$392
2125	VICKSBURG	MS	39180	34.3	37.8%	60.4%	.6%	1.1%	56.4%	43.6%	19.1%	\$16174	5.1	\$723	\$445
2281	MCCOMB	MS	39648	34.7	40.1%	58.4%	.5%	.8%	57.7%	42.3%	14.5%	\$13790	5.2	\$603	\$382
2731	ELIZABETH CITY	NC	27909	32.9	40.2%	56.6%	.8%	1.5%	49.6%	50.4%	17.4%	\$13333	5.3	\$842	\$473
2415	THOMASVILLE	GA	31792	36.5	42.8%	55.4%	.5%	1.3%	60.1%	40.1%	22.4%	\$15910	5.6	\$780	\$461
830	LAUREL	MS	39440	34.7	40.6%	55.1%	.3%	3.9%	61.3%	38.7%	17.3%	\$15561	5.6	\$640	\$364
1891	ALEXANDRIA	MN	56308	35.6	42.6%	54.7%	1.2%	1.1%	57.4%	42.6%	19.5%	\$16242	5.3	\$764	\$430
1159	NATCHEZ	MS	39120	38.2	44.2%	54.5%	.4%	.7%	60.1%	40.1%	21.1%	\$16868	5.4	\$719	\$367
2743	MERIDIAN	MS	39301	34.6	44.1%	54.4%	.6%	1.1%	56.3%	43.7%	17.6%	\$15255	5.2	\$699	\$383
1829	COLUMBUS	MS	39701	33.8	43.6%	54.4%	.6%	1.1%	54.3%	45.7%	22.9%	\$16848	5.1	\$731	\$424
2716	WAYCROSS	GA	31501	37.4	44.3%	53.5%	.6%	1.4%	58.1%	42.1%	12.7%	\$13468	5.2	\$678	\$396
1377	GOLDSBORO	NC	27534	34.3	43.1%	52.2%	1.4%	2.7%	42.5%	57.5%	17.2%	\$16614	5.1	\$911	\$451
2808	BLYTHEVILLE	AR	72315	32.6	45.1%	52.1%	.6%	1.3%	54.5%	45.5%	14.2%	\$14426	5.1	\$711	\$459
2412	GRIFFIN	GA	30223	32.8	47.1%	49.9%	1.1%	2.2%	43.1%	57.1%	16.4%	\$15563	5	\$944	\$527
1751	SPARTANBURG	SC	29301	34.7	47.2%	49.6%	1.3%	1.8%	49.8%	50.2%	26.1%	\$18136	5.1	\$863	\$465
2328	CAMDEN	AR	71701	38.7	48.9%	49.4%	.4%	.6%	60.9%	39.1%	14.1%	\$14599	5.3	\$566	\$352
1987	MILLEDGEVILLE	GA	31061	33.1	49.9%	47.7%	1.5%	1.2%	49.1%	50.9%	16.6%	\$12782	5.1	\$877	\$468
1865	WILSON	NC	27893	35.1	46.7%	47.5%	.6%	7.3%	51.1%	49.1%	19.2%	\$17813	5	\$993	\$478
2690	HATTIESBURG	MS	39401	27.1	49.9%	47.3%	1.2%	1.4%	44.6%	55.4%	28.9%	\$15102	4.7	\$731	\$446
283	SUMTER	SC	29150	31.9	49.6%	46.3%	1.3%	2.4%	53.1%	46.9%	22.5%	\$16949	5.5	\$833	\$471
1992	GREENWOOD	SC	29649	31.6	50.1%	45.5%	.9%	6.5%	51.1%	49.1%	15.7%	\$14347	4.9	\$746	\$423
1747	HAMMOND	LA	70401	26.9	52.4%	45.2%	.8%	1.6%	52.2%	47.8%	25.8%	\$15145	5	\$761	\$468
2137	PORT ARTHUR	TX	77642	34.6	39.1%	43.7%	5.9%	17.5%	62.2%	37.8%	9.3%	\$14183	5	\$627	\$405
2766	PHILADELPHIA	PA	19148	34.2	45.1%	43.2%	4.5%	8.5%	59.3%	40.7%	17.9%	\$16509	5.6	\$800	\$569
1315	STATESBORO	GA	30458	22.1	56.2%	40.3%	1.3%	2.1%	30.3%	69.7%	31.6%	\$12585	4.6	\$773	\$434
1919	NEW BERN	NC	28562	38.9	56.1%	40.3%	.6%	3.1%	56.5%	43.5%	23.1%	\$18499	5.1	\$839	\$506
1155	MARSHALL	TX	75670	34.1	54.7%	38.6%	.6%	8.6%	65.6%	34.4%	19.9%	\$15491	5.3	\$681	\$444
2426	ROCHESTER	NY	14623	30.8	48.3%	38.5%	2.2%	12.8%	40.2%	59.8%	20.1%	\$15588	5.1	\$893	\$553
2251	SALISBURY	NC	28144	37.1	57.3%	37.6%	1.4%	4.3%	53.5%	46.5%	24.1%	\$18864	5.2	\$950	\$506
689	LAKE CITY	FL	32055	37.3	59.3%	37.5%	1.1%	2.8%	55.8%	44.2%	15.8%	\$14697	5	\$630	\$472
89	ROCK HILL	SC	29730	31.1	58.7%	37.3%	1.4%	2.5%	53.4%	46.6%	24.3%	\$18929	5	\$919	\$610
1908	LUMBERTON	NC	28358	35.3	48.5%	35.4%	.9%	3.3%	57.7%	42.3%	20.4%	\$15504	5.1	\$828	\$411
2231	JACKSONVILLE	FL	32210	32.3	53.2%	34.9%	6.9%	5.1%	73.1%	27.1%	17.8%	\$14237	5.1	\$897	\$544
437	LAUREL	MD	20724	33.6	52.2%	34.5%	6.9%	6.2%	49.8%	50.2%	36.2%	\$26717	4.8	\$1297	\$774
2110	KILLEEN	TX	76542	26.7	45.8%	33.5%	4.3%	17.8%	46.4%	53.6%	15.7%	\$15323	4.8	\$848	\$559
2153	SANFORD	NC	27330	32.5	59.7%	32.1%	1.1%	10.4%	55.4%	44.6%	14.1%	\$15219	4.9	\$798	\$605
2342	BERLIN	MD	21811	38.3	63.7%	32.1%	.2%	3.4%	51.1%	48.9%	16.1%	\$19303	5.4	\$834	\$550
2706	TIFTON	GA	31794	30.9	61.3%	31.6%	1.6%	7.6%	49.7%	50.3%	20.2%	\$16455	5	\$799	\$441
2308	CARROLLTON	GA	30117	26.3	62.5%	31.2%	1.3%	5.6%	39.6%	60.4%	27.9%	\$16803	4.9	\$921	\$458
1928	HOPKINSVILLE	KY	42240	35.1	66.1%	30.9%	.8%	1.7%	57.9%	42.1%	16.1%	\$15796	5.2	\$719	\$424
2447	STARKVILLE	MS	39759	25.2	64.6%	30.1%	3.8%	1.3%	41.1%	59.1%	45.8%	\$16272	4.6	\$855	\$473
1847	ROCKINGHAM	NC	28379	37.2	65.6%	29.9%	1.1%	2.1%	59.1%	41.1%	15.3%	\$15426	5.1	\$688	\$425
1135	LYNCHBURG	VA	24502	35.1	66.6%	29.7%	.3%	1.3%	58.5%	41.5%	25.2%	\$18263	5.5	\$801	\$469



# GEOGRAPHIC MAPPING EXAMPLE

## Microsoft MapPoint



 **Flap Jacks Top 100**  
 **Marbles Top 100**

