



THE PERFECT PRODUCT
MATRIX

THE BACK STORY...

Hey there!

I don't know about you, but looking at the same stock, month in month out, drives me INSANE.

It's just money down the drain the longer it sits there.

The great news is, with a bit of planning, you can ensure that the products you bring in (or manufacture), have a much higher rate of sales.

On the next couple of pages, you'll find my Perfect Product Matrix. If included the points that were relevant for my store, but feel free to add or remove anything that is relevant for your store.

As you go through and rank not only the product range, but also the supplier, you'll start to see a pattern. High ranking products are the ones that you want more of.

Quite often, the "sell themselves".

Ranking your products ensures that you have a mix of products, without scrimping on profitability.

A handwritten signature in black ink that reads "Sal".

THE PERFECT PRODUCT MATRIX

RETAIL BENEFITS	5 = significant 1 = none
Core product / brand ethos	
Point of difference	
Customer benefit	
Sales team benefit	
Competitive benefit	
TOTAL	
PRODUCT SKU	5 = yes 1 = no
Multiple options	
Flexible or different uses for product	
Print / colour options (high=5 low=1)	
Limited Edition print runs	
No indent order required	
High volume product	
TOTAL	
PROFIT	5 = high / yes 1 = low / no
Gross profit margin >40% minimum	
Trade terms minimum 30 days	
Bulk buy negotiations	
TOTAL	
ADDITIONAL COSTS	5 = low 1 = high
Packaging	
Supplier shipping	
Customer shipping	
TOTAL	

SUPPLIER	5 = high / yes 1 = low / no
Market reputation of supplier / product	
Industry reputation of supplier / product	
Conflict of interests (direct sales, consultants, ambassadors)	
Traceability of manufacture	
Predictability of supply	
Geographical location of supplier (local =5)	
Geographical location of manufacture (local = 5)	
Warranty	
Consistent stock availability	
TOTAL	
SUPPLIER MARKETING & COMMUNICATIONS	5 = high / yes 1 = low / no
Brand awareness:print, social media, expos, promotions	
Promotion of retailers	
Retailer details clearly listed on website	
Quality images supplied or easily accessible	
Communication of new products, updates, sales etc 1 = no communication 5 = regular wholesale newsletter / email	
Ordering process 1 = online only 5 =automated purchase order accepted	
Invoicing process 1 = chasing or lengthy delay 5 = automated Xero invoice	
TOTAL	
RANKING TOTAL	

THE PERFECT PRODUCT MATRIX

MARGIN TALLY

All product lines should be marked in their relevant position on the chart below.

Use the completed chart to ensure your core product range is being represented appropriately (or even spread of products are being represented).

High Margin / High Volume	Low Margin / High Volume
High Margin / Low volume	Low Margin / Low Volume

