

Product Planning Activity A – Vendor Product Performance

For this activity, you are to choose a particular vendor to analyze. You are to produce a **sales report by vendor** for a series of (3) separate two week (or longer) time periods. These periods should be set for different times of the school year, say a time during the fall, winter, and or spring. Also try to analyze **different product items** instead of just flavors or sizes of one item.

(A) _____, (B) _____, (C) _____.

Please list dates reported – from ___ to ___ i.e. 3/1 to 3/15

From the Manager Console go to the Report Center Vendor / Tag (select) a vendor / set a date range / Run the report. Please, analyze the report for the following:

Identify 6 specific items	Time Frame	# Sold	# in Bulk Terms
1.	A)	-	-
	B)	-	-
	C)	-	-
2.	A)	-	-
	B)	-	-
	C)	-	-
3.	A)	-	-
	B)	-	-
	C)	-	-
4.	A)	-	-
	B)	-	-
	C)	-	-
5.	A)	-	-
	B)	-	-
	C)	-	-
6.	A)	-	-
	B)	-	-
	C)	-	-

On a separate sheet, choose **2 products** from your best sellers researched above. What **conclusions** can you draw from the various 2 week (or longer) time frames chosen? Look at the **sales performance** for the items. Take into consideration the sales, demand, seasonal influence, product turnover, sales consistency week vs week, product life cycle, promotions in place, or any other factors that may have produced or not produced sales. What is your **recommendation** for each item analyzed – Do you continue to stock, modify, expand, or eliminate?