

Strenesse/
Bloomingdale's
Touch-base
Meeting

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Strenesse: Sales Breakdown



San Francisco

San Francisco			
MONTH	PLAN	ACTUAL	DELTA
JAN	\$25,000	\$9,588	-62%
FEB	\$25,200	\$21,186	-16%
MARCH	\$27,750	\$19,907	-28%
APRIL	\$20,250	\$16,134	-20%
MAY	\$21,800	\$16,047	-26%
JUNE	\$22,500	\$24,677	10%
JULY	\$23,500	\$14,243	-39%
AUGUST	\$25,800	\$15,380	-40%
SEPTEMBER	\$31,500	\$31,683	1%
October	\$31,000	\$35,302	14%
November	\$34,000	\$19,477	-43%
December	\$38,000	\$14,172	-63%
Total	\$326,300	\$228,209	-30%

Store Analysis

- Strengths
 - Strong management-Kimeka
 - Strong selling staff
 - Ideal client- Our San Francisco client is the ideal Strenesse client. She is aware of the price-point, understands quality, and shops Strenesse consistently.
 - Partnership with BLM Management
- Weakness
 - Struggling with supporting management with proper staffing- Due to minimum wage
 - Returns
- Opportunities
 - Lack of traffic

Action Plan

Issue	Action	Proposal-Bloomingdales
-Lack of Traffic -Staffing	-Partnership with local hotels and concierge services. Strenesse is offering a special incentive for referrals to BLM and the Strenesse Shop -Partnership with Boone & Gable (Personal Styling Service) -Partnership with outside personal styling services	- We are requesting staffing support to be able to staff the shop adequately. We are experiencing a loss in sales, due to the pad not always being staffed. Having a specialist on the pad, can help secure sales, and drive business for both Bloomingdales and Strenesse

Chicago

Chicago			
MONTH	PLAN	ACTUAL	DELTA
JAN	\$25,000	\$7,454	-70%
FEB	\$25,200	\$17,980	-29%
MARCH	\$27,750	\$6,713	-76%
APRIL	\$20,250	\$9,362	-54%
MAY	\$21,800	\$17,669	-19%
JUNE	\$22,500	\$22,959	2%
JULY	\$23,500	\$7,651	-67%
AUGUST	\$25,800	\$9,859	-62%
SEPTEMBER	\$31,500	\$15,071	-52%
October	\$31,000	\$8,802	-72%
November	\$34,000	\$7,704	-77%
December	\$38,000	\$6,372	-83%
Total	\$326,300	\$137,595	-58%

Store Analysis

- Strengths
 - Partnership with BLM Management
- Weakness
 - Struggling with supporting management with proper staffing- Strenesse Management
 - Stockroom Space
 - Returns
 - Floor Assoc.- No comfortable selling Strenesse
- Opportunities
 - Lack of traffic
 - Manager on Counseling Plan (Cynthia)
 - Staffing

Action Plan

Issue	Action	Proposal-Bloomington
-Lack of Traffic -Staffing -Floor Assoc.- No comfortable selling Strenesse -Manager is not a strong seller (With Strenesse)	-Partnership with outside personal styling services (Evolving services in the Chicago market) – Will advise after finding new stylist. -Product Seminar will be scheduled for later in January to teach Chicago associates about Strenesse. Staff will be trained on brand image, key pieces, and overall selling strategy. -Chicago Manager has been place on Counseling Plan. Key points of plan: Sales, motivating staff, and overall management strategy.	- We are requesting staffing support to be able to staff the shop adequately. We are experiencing a loss in sales, due to the pad not always being staffed. Having a specialist on the pad, can help secure sales, and drive business for both Bloomington and Strenesse - Requesting different stockroom space – Cynthia has consistently lost sales due to her stockroom being moved to a different floor. Customers often become impatient, and do not want wait for pieces

King of Prussia

KOP			
MONTH	PLAN	ACTUAL	DELTA
AUGUST	\$18,500	\$6,613	-64%
SEPTEMBER	\$31,500	\$18,831	-40%
October	\$31,000	\$6,774	-78%
November	\$34,000	\$1,876	-94%
December	\$38,000	\$8,119	-79%
Total	\$103,000	\$42,213	-59%

Store Analysis

- Strengths
 - Strong management-Kelsey
 - Ideal client- Our King of Prussia client is the ideal Strenesse client. She is aware of the price-point, understands quality, and shops Strenesse consistently.
 - Partnership with BLM Human Resources
 - Brand Recognition
- Weakness
 - Returns
 - Absence of BLM Management on the floor
 - Absence of staffing for New View Department
 - Product assortment
- Opportunities
 - Lack of traffic
 - Turnover

Action Plan

Issue	Action	Proposal-Bloomingdales
-Lack of Traffic -Staffing (BLM) -Product Assortment -Current Selling Space	-External events at local condominiums, new developments, and Center City -Partnership with outside bloggers -Partnership with outside media outlets - Ultimately we are looking to create a larger presence for our King of Prussia Shop, and hope having events will attract more potential clients to Strenesse. - Product Assortment has been changed , and updated for KOP.	- We are requesting staffing support to be able to staff New View adequately. We are experiencing a loss in sales, due to the New View area not being staffed adequately. Often times Kelsey is the only manager on the floor - Turnover- BLM Management and Associates - Shifting selling space to a pad or area, closer to the flow of traffic

Tyson's Corner

MONTH	PLAN	ACTUAL	DELTA
AUGUST	\$12,500	\$1,734	-86%
SEPTEMBER	\$28,500	\$5,650	-80%
October	\$20,000	\$1,964	-90%
November	\$23,000	\$3,839	-83%
December	\$28,000	\$(947)	-103%
Total	\$71,000	\$12,240	-83%

Store Analysis

- Strengths
 - Strong relationship with external stylist (Roxanne Carne)
- Weakness
 - Returns
 - BLM Management
 - Shop Manager –Grace
 - BLM Associates not incentivized to sell Strenesse
 - Product Assortment
- Opportunities
 - Current space (Pad)
 - Stockroom Space
 - Lack of Visibility
 - Partnership with external businesses

Action Plan

Issue	Action	Proposal-Bloomingdales
-Product Assortment -Brand Awareness -Visual -BLM Support	-External events and partnership outside business -Partnership with outside stylist (Roxanne Carne) -Partnership with outside media outlets -Changing product assortment, with a focus in suiting. (Visual and Product Assortment) - Ultimately we are looking to create a larger presence for our Tysons Corner, and hope to have events will attract more potential clients to Strenesse.	- Requesting better partnership with all levels of management, at the Tysons Corner location. - Requesting the transition of Shop Manager (Grace) - Location of the pad to be moved or closure of the location. - Potential extension of lease

Bergen County

Bergen County			
MONTH	PLAN	ACTUAL	DELTA
JAN	\$25,000	\$6,976	-72%
FEB	\$25,200	\$12,683	-50%
MARCH	\$27,750	\$21,713	-22%
APRIL	\$20,250	\$17,538	-13%
MAY	\$21,800	\$17,149	-21%
JUNE	\$22,500	\$30,599	36%
JULY	\$23,500	\$12,551	-47%
AUGUST	\$25,800	\$20,153	-22%
SEPTEMBER	\$31,500	\$25,936	-18%
October	\$31,000	\$22,926	-26%
November	\$34,000	\$26,857	-21%
December	\$38,000	\$14,868	-61%
Total	\$326,300	\$229,949	-30%

Store Analysis

- Strengths
 - Sales Team- Coverage (Strenesse Sales Team)
 - Strong BLM selling staff
 - Ideal client- Our Bergen County client is the ideal Strenesse client. She is aware of the price-point, understands quality, and shops Strenesse consistently.
 - Partnership with BLM Management
- Weakness
 - Returns
 - Store client is promotionally driven
 - Shop Manager is on Counseling Plan (Farah)
- Opportunities
 - Lack of traffic

Action Plan

Issue	Action	Proposal-Bloomingdales
-Promotionally Driven Client -Clientele -Events/ Client Appreciation	-We are re evaluating the client book that is held at the Bergen shop. (Leaning towards a more full-price client) - Planning client appreciation event, and more incentive for clients to continuously return to Strenesse.	-N/A

Monthly Comparison (All Stores)

Month	Actual	% Increase
Oct (Oct 4th - 31st)	\$27,388	-
Nov (Nov 1st - 28th)	\$28,329	3%
Dec (Nov 29th - Jan 2nd)	\$31,906	13%
Jan (Jan 3rd - 30th)	\$28,677	-10%
Feb (Jan 31st - Feb 27th)	\$58,569	104%
March (Feb 28th - April 2nd)	\$55,342	-6%
April (April 3rd - 30th)	\$52,748	-5%
May (May 1st - 28th)	\$59,604	13%
June (May 29th - July 2nd)	\$82,892	39%
July	\$40,163	-52%
August	\$53,470	33%
September	\$97,171	82%
October	\$75,768	-22%
November	\$59,754	-21%
December	\$42,585	-29%
Total:	794,366	





Strenesse Improvements/ Proposals

Strenesse Improvements

- Focusing our attention to a better and concise buy, per location
- Merchandise will come in smaller shipments, to keep new ness on the floor at all times
- All stores will be provided a FULL size run.
- Additional marketing material will be provided per location, to replicate a Strenesse Shop.
- Social media development, and implementation will begin Q1
 - Outlets:
 - Instagram
 - Twitter
 - Facebook
 - Email Database
- External and internal events will be more prominent, and announced to attract a larger clientele to Bloomingdales and Strenesse
- SPIFF allocation per location
- All managers have been provided job description and competencies. (signed & dated)

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Proposal

- The transition of Tysons Corner Management (Grace)
- Providing additional doors, in preparation of closing Tyson's Corner, if the lease can not be extended.
 - Soho
 - Aventura
 - Century City
- Greater visibility in all stores
- Seamless communication between SGNGroup and Bloomingdales
- Accurate EDI reporting



Conclusion/Recap

Tysons Corner

- Requesting better partnership with all levels of management, at the Tysons Corner location.
- Requesting the transition of Shop Manager (Grace)
- Location of the pad to be moved or closure of the location.
- Potential extension of lease

King of Prussia

- We are requesting staffing support to be able to staff New View adequately. We are experiencing a loss in sales, due to the New View area not being staffed adequately. Often times Kelsey is the only manager on the floor
- Turnover- BLM Management and Associates
- A pad or selling area closer to flow of traffic

Chicago

- We are requesting staffing support to be able to staff the shop adequately. We are experiencing a loss in sales, due to the pad not always being staffed. Having a specialist on the pad, can help secure sales, and drive business for both Bloomingdales and Strenesse
- Requesting different stockroom space – Cynthia has consistently lost sales due to her stockroom being moved to a different floor. Customers often become impatient, and do not want wait for pieces
- Closure of location

Bergen County

-N/A

San Francisco

- We are requesting staffing support to be able to staff the shop adequately. We are experiencing a loss in sales, due to the pad not always being staffed. Having a specialist on the pad, can help secure sales, and drive business for both Bloomingdales and Strenesse