

PRIVÉ REVAUX

EYEWEAR



Privé Revaux
Wholesale
Expansion
(Northeast)

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Scope

Development of Prive Revaux- East Coast Wholesale Division will result in increased sales by category, and retention of customer awareness. Merchandising guidelines will align partners in visual merchandising and standardized reporting of best product positioning. Scope of work will focus on implementing and delivering wholesale transactions, merchandising, project management, product positioning, and sales mapping to further understand best wholesale practices.





- Diagnose and report wholesale opportunities.
- Create and implement wholesale strategy for Prive Revaux-East Coast. *Including but not limited to wholesale guidelines, client engagement, replenishment request, wholesale content, market research, and client documentation*
- Manage all wholesale merchandising efforts in conjunction with marketing initiatives.
- Plan, draft, and implement future wholesale direction and changes per collective agreement.
- Support future retail projects, merchandising, and brand developments.

Objectives



	Description of Work
Phase One	Market Research: Researching potential clients and partners, where Privé Revaux product would be best positioned for optimal sales.
Phase Two	Generate wholesale guidelines for the East Coast-Division based on client feedback, target market, and business development.
Phase Three	Enter market season, with full understanding on potential and existing clients.
Phase Four	Evaluate and make changes over a three-month sales period to test implemented wholesale strategy.
Phase Five	Finalize merchandising and wholesale guidelines based on feedback, customer interaction, and best product positioning practices.
Phase Six	Support with visual changes, merchandising guidelines, per client request. *Dependent on product launches, events, holidays, and company initiatives. -Take in drop-ship and client replenishment orders.
Phase Seven	Continued partnership for future wholesale and retail developments.

Project Execution..



Staying on Budget..

Anticipated Costs

-New Client Orders- 30% commission on all incoming orders.

-Replenishment Orders- 20% commission on all in-coming orders.

*Commission rate is subject to change based on future discussion, and priorities of the business *

Monitoring & Evaluation

Monitoring of merchandising guideline implementation will be provided in a weekly report, which will be delivered on Sunday EOD with qualitative and quantitative observations. As wholesale guidelines and feedback are acquired per perspective client, finalized analysis will be delivered and documented to seal opportunities on future relationships, communication, and other initiatives.





Questions?
