

2008-09 Line Review

March 31, 2009

Category Rank: Dollars Per SKU – Part 1**JOANN**

Window Paint	\$ 58,998
All-Purpose Camel Hair	\$ 25,393
All-Purpose Bristle	\$ 22,291
Topaz	\$ 21,717
Pretty Pink	\$ 17,211
White	\$ 14,937
Evening Black	\$ 13,579
Antique Gold	\$ 13,062
Gold Medley	\$ 9,339
Sweet Melon	\$ 7,780
Bittersweet Chocolate	\$ 7,158
Set of 5	\$ 7,112
Antique Green	\$ 7,059
Berry Red	\$ 6,886
Blue Green	\$ 5,852
Admiral Blue	\$ 5,419
Alizarin Crimson	\$ 5,293
Tropical Blue	\$ 4,971

Category Rank: Dollars Per SKU – Part 2

Dark Burgandy	\$ 4,914
Black Plum	\$ 4,574
Primary Yellow	\$ 4,076
Prussian Blue	\$ 4,046
Purple Passion	\$ 3,901
Antique Gold	\$ 3,751
Purple	\$ 3,694
Spruce Green	\$ 3,601
Tintable Primer	\$ 3,227
Antique Gold Deep	\$ 3,190
Tangelo Orange	\$ 3,179
All-Purpose White Nylon	\$ 3,061
Bronze	\$ 2,450
Dark Chocolate	\$ 2,186
Soft Peach	\$ 1,668
Blue Chiffon	\$ 1,418
Black Pearl	\$ 1,048
High-Hiding Primer	\$ 393
Black Green	\$ 291



All-Purpose Camel Hair P.O.S Summary **JOANN**

All-Purpose Camel Hair P.O.S. SUMMARY	TOTAL
TY Total Units Sold	922,572
TY Total Retail Sales	\$831,179
TY Avg. Retail Price	\$ 0.90
Total SKUs	88
TY Avg. Units / SKU	10,366
TY Avg. Retail \$ / SKU	\$ 9,339
% of Total Unit Volume	30.3%
% of Total Retail Dollars	12.7%
Category Rank (\$ / SKU)	9 of 35
Gross Margin %	43%
Gross Margin \$	\$360,958
# of SKUs COMPing Positive (Units Sold)	38
# of SKUs COMPing Negative (Units Sold)	46
O/A Avg Units Per Store Per Week	0.15
O/A Avg \$ Per Store Per Week	\$ 0.40
DROP / ADD Recommendation	BOTH
LY Total Units Sold	923,365
LY Total Retail Sales	\$866,126
LY Avg. Retail Price	\$ 0.94
% Change Units Y-O-Y	0%
% Change Dollars Y-O-Y	-4%
<i>52 Week Total</i>	

KEY TAKE-AWAYS...

- **Store Counts - Redirect select "716" to "785"**
- **All Drop Recommendations: < .1 U-S-W & Negative COMPs**
- **Avg Retail Price DWN 4% vs LY -- Didn't Increase Sales (Promos Not Effective)**
- **Of Top 20 SKUs In Retail Sales: 11 COMPed Positive**
- **Avg Retail Price 58% Lower Than O/A Avg**

All-Purpose Bristle P.O.S. Summary



All-Purpose Bristle P.O.S. SUMMARY	TOTAL
TY Total Units Sold	141,116
TY Total Retail Sales	\$186,116
TY Avg. Retail Price	\$ 1.32
Total SKUs	46
TY Avg. Units / SKU	3,068
TY Avg. Retail \$ / SKU	\$ 4,046
% of Total Unit Volume	4.6%
% of Total Retail Dollars	2.8%
Category Rank (\$ / SKU)	22 of 35
Gross Margin %	68%
Gross Margin \$	\$126,846
# of SKUs COMPing Positive (Units Sold)	NA
# of SKUs COMPing Negative (Units Sold)	NA
O/A Avg Units Per Store Per Week	0.09
O/A Avg \$ Per Store Per Week	\$ 0.12
DROP / ADD Recommendation	DROP
LY Total Units Sold	8,438
LY Total Retail Sales	\$ 11,135
LY Avg. Retail Price	\$ 1.32
% Change Units Y-O-Y	1572%
% Change Dollars Y-O-Y	1571%
<i>52 Week Total</i>	

KEY TAKE-AWAYS...

- **OUTSTANDING GM%**
- **34 SKUs Not Meeting .10 U-S-W Threshold**
- **One SKU Needs Store Count Adjustment (Periwinkle)**
- **19 SKUs Not Meeting \$.10 U-S-W Threshold**
- **Avg Retail Price 39% Lower Than O/A Avg**

Topaz P.O.S. Summary

Topaz P.O.S. SUMMARY	TOTAL
TY Total Units Sold	19,989
TY Total Retail Sales	\$ 87,776
TY Avg. Retail Price	\$ 4.39
Total SKUs	15
TY Avg. Units / SKU	1,333
TY Avg. Retail \$ / SKU	\$ 5,852
% of Total Unit Volume	0.7%
% of Total Retail Dollars	1.3%
Category Rank (\$ / SKU)	15 of 35
Gross Margin %	55%
Gross Margin \$	\$ 48,306
# of SKUs COMPing Positive (Units Sold)	13
# of SKUs COMPing Negative (Units Sold)	2
O/A Avg Units Per Store Per Week	0.10
O/A Avg \$ Per Store Per Week	\$ 0.46
DROP / ADD Recommendation	BOTH
LY Total Units Sold	15,544
LY Total Retail Sales	\$ 68,349
LY Avg. Retail Price	\$ 4.40
% Change Units Y-O-Y	29%
% Change Dollars Y-O-Y	28%
<i>52 Week Total</i>	

KEY TAKE-AWAYS...

- **Wide Disparity in Performance by SKU (see ARC)**
- **Drop Suggestions Are Only 2 SKUs COMP'd Negative**
- **O/A Performance Strong Enough to Warrant 15 SKUs**
- **GREAT O/A COMPS - Analyze "Why"**
- **Avg Retail Price 104% Higher Than O/A Avg**

Pretty Pink P.O.S. Summary

Pretty Pink P.O.S. SUMMARY	TOTAL
TY Total Units Sold	96,645
TY Total Retail Sales	\$ 124,821
TY Avg. Retail Price	\$ 1.29
Total SKUs	32
TY Avg. Units / SKU	3,020
TY Avg. Retail \$ / SKU	\$ 3,901
% of Total Unit Volume	3.2%
% of Total Retail Dollars	1.9%
Category Rank (\$ / SKU)	23 of 35
Gross Margin %	52%
Gross Margin \$	\$ 64,514
# of SKUs COMPing Positive (Units Sold)	26
# of SKUs COMPing Negative (Units Sold)	5
O/A Avg Units Per Store Per Week	0.22
O/A Avg \$ Per Store Per Week	\$ 0.30
DROP / ADD Recommendation	BOTH
LY Total Units Sold	74,365
LY Total Retail Sales	\$ 97,746
LY Avg. Retail Price	\$ 1.31
% Change Units Y-O-Y	30%
% Change Dollars Y-O-Y	28%
<i>52 Week Total</i>	

KEY TAKE-AWAYS...

- **All 5 Negative COMPing SKUs in Bottom 10 of Sales**
- **Eight SKUs Not Meeting .10 U-S-W Threshold**
- **Outstanding Overall COMPs**
- **ARC Flattens Out With Last 10-12 SKUs**
- **Avg Retail Price 40% Lower Than O/A Avg**



Bittersweet Chocolate P.O.S. Summary **JOANN**

Bittersweet Chocolate P.O.S. SUMMARY	TOTAL
TY Total Units Sold	189,239
TY Total Retail Sales	\$ 557,278
TY Avg. Retail Price	\$ 2.94
Total SKUs	25
TY Avg. Units / SKU	7,570
TY Avg. Retail \$ / SKU	\$ 22,291
% of Total Unit Volume	6.2%
% of Total Retail Dollars	8.5%
Category Rank (\$ / SKU)	3 of 35
Gross Margin %	48%
Gross Margin \$	\$ 267,196
# of SKUs COMPing Positive (Units Sold)	7
# of SKUs COMPing Negative (Units Sold)	16
O/A Avg Units Per Store Per Week	0.20
O/A Avg \$ Per Store Per Week	\$ 0.60
DROP / ADD Recommendation	BOTH
LY Total Units Sold	188,531
LY Total Retail Sales	\$ 556,454
LY Avg. Retail Price	\$ 2.95
% Change Units Y-O-Y	0%
% Change Dollars Y-O-Y	0%
<i>52 Week Total</i>	

KEY TAKE-AWAYS...

- **Excellent Product Mix - Nice Spacing By Item (see ARC)**
- **Incredibly Consistent Results Year-to-Year!**
- **Recommending 1 Drop**
- **Top 4 in Units Sold All COMPing Positive; Bottom 9 COMPing Negative**
- **Avg Retail Price 37% Higher Than O/A Avg**