

## CHECKLIST 7

1. How would you explain the retail wheel and its implications to a new representative?
  
2. Two retailers have identical average inventory of \$13,600 at retail price. However, retailer A has a stock turn of three times, while retailer B has a stock turn of five times. Each retailer pays the same price for their stock, and achieves a 30% gross margin.  
  
What are the sales at retail value for both retailers?
  
3. What is the cost of goods for each retailer?
  
4. What is the gross profit dollar figure for each retailer?
  
5. Finally, what are the GMROI figures for these two retailers?
  
6. Revenue is a function of volumes, prices and mix. True or false?
  
7. In terms of shopper behaviour, volume is the product of two key drivers. What are they?
  
8. What are two other terms sometimes used for foot traffic?
  
9. What is the technical term used for basket size?
  
10. What does AWOP stand for?