

Inventory Management Strategic Plan

Overview

This plan will be created over the length of the course through your homework assignments. The different pieces will show up on your Trello board, rather than in a static document. You don't have to create each segment from scratch as we will be giving you valuable handouts to add to your Resource lists or that you can use as templates for your own procedures. The depth, breadth, and quality of your Trello board will determine whether you pass the course and become certified in Inventory Management.

We start you off on various items throughout the course as part of your homework but you will need to do additional work above and beyond the homework assignments to get a passing grade on your board. For example, you'll begin to fill in your Store's Background as part of your Class 1 homework but you'll likely have to flesh out the card more completely on your own if you need to research info you don't already know.

This is your board and your plan, so you are encouraged to add any additional data that helps you as a buyer.

1. **Big Picture**

- a. Store Background (Class 1 homework)
- b. Ideal Customer/Target Markets (Class 5 homework)
- c. Best selling Genres
- d. What Doesn't Sell
- e. Goals (Class 2 Further Action and Class 13 homework)

2. **Boundaries**

- a. Job description
- b. Focus markets
- c. Frontlist Buying Criteria (Class 5 homework)
- d. Restocking Criteria (Class 10)
- e. Appointment windows (Class 6)
- f. Personal boundaries
- g. Budgets (Class 12)

3. **Calendars**

- a. Scheduling criteria & calendar link
- b. Frontlist appointments (Class 2 Handout)
- c. Ingram ordering (Class 4 Further Action)
- d. Publisher restocking orders (Class 10)
- e. Publisher backlist promos
- f. Returns schedule (Class 11 handout)
- g. Display/promotions calendar (Class 8 handout)



4. Nuts & Bolts

- a. Tools
 - i. Edelweiss (Class 6)
 - ii. Ingram ipage (Class 3–4 handouts)
 - iii. Pubeasy/Pubnet (Class 10)
- b. Policies & Procedures
 - i. Special Order Policy & Procedures (Class 4 homework)
 - ii. Edelweiss frontlist filter (Class 15 homework)
 - iii. Edelweiss to POS import procedure (Class 6 homework)
 - iv. Rep call checklist (Class 6 handout)
- c. Resources (Various handouts)

5. Feedback Network (Class 8)

- a. Staff and volunteer readers
- b. Galley/ARC request/checkout procedures
- c. Tastemakers: book clubs, media, etc.
- d. Pop culture
- e. Customers

6. Sell Through Strategy (Class 8)

- a. Staff communication: tags, weekly meetings, etc.
- b. Customer marketing: newsletters, new release emails, personalization, etc.
- c. Displays and promotions

7. Metrics & Analysis (Class 15)

- a. COGS (Week 13 and 9 homework)
- b. Data Overview
- c. Turns and/or sales per linear foot
- d. Filter efficiency / number of titles per hour
- e. Returns rate / sell through %
- f. Comparison to goals

8. Action Plan (Class 16)

- a. Next Steps (multiple classes)
- b. Experiments to Run (1 in Final Project)
 - i. Theory to test
 - ii. Experimental procedure
 - iii. Data/metrics to collect
 - iv. Timeframe
 - v. How to Determine Success/failure

