

Retail Process Lifecycles



July 2010

ITEM BIRTH

PRODUCT RANGE PRESENTED BY SUPPLIER

BUYER PROVIDES CATEGORY BUSINESS PLAN

NEGOTIATES TERMS WITH SUPPLIER, SIGNS CONTRACT

SETS OPEN TO BUY VALUE

SETS CONTRACT

CREATES NEW ITEM (BASE PLUS VARIANTS)

ITEM DEMAND FORECAST CREATED

SET UP COST PRICE

SET UP DISTRIBUTION / SHIPPING COSTS

SET ITEM MARGIN

DETERMINE SELLING PRICE

SET PROMOTIONAL DISCOUNTS

CREATE ITEM BUNDLES

CREATE SEARCH ENABLEMENT PARAMETERS

ESTABLISH BROWSE HIERARCHY

PLACE ITEM ON SITE

ESTABLISH SALES VALUE & COST

ACCOUNT FOR ITEM RETURNS

SUSPEND ITEM FROM SALE

CHANGE PRICE

ADJUST PROMOTION

MANUFACTURER / SUPPLIER DISCONTINUES ITEM

STOP CARRYING / DE-LIST ITEM

ITEM DEATH

REPLEN ORDER BIRTH

SALES TARGETS RECEIVED

CHECK OPEN TO BUY VALUE REMAINING

EXAMINE RECENT SALES TRENDS

ADJUST FOR Y.O.Y. AND SEASONALITY

CORRECT FOR HISTORY AND CATEGORY MIX

CREATE / REVISE SALES FORECAST

DETERMINE SOURCE OF SUPPLY

CREATE REPLENISHMENT ORDER

SET DISTRIBUTOR ALLOCATION

TRANSMIT ORDER TO SUPPLIER(S)

ORDER ACKNOWLEDGED

CANCEL / AMEND ORDER

EXPEDITE ORDER

ORDER SHIPMENT CONFIRMED

DISTRIBUTOR RECEIVES ADVANCED SHIP NOTIFICATION

ORDER RECEIVED AT DISTRIBUTOR

STOCK DAMAGED / QUANTITY INCORRECT

STOCK PUT AWAY

DISTRIBUTOR INVENTORY UPDATED

STOCK AVAILABLE TO PICK

FULFILL BACK ORDERS

PERFORM STOCK TRANSFERS

RE-STOCK RETURNS

REPLEN ORDER DEATH

CUSTOMER BIRTH

SEES SITE CONTENT / COMMUNITY

RECEIVED RETAILER MARCOMM

ENTERS SITE

GEO-LOCATED

COOKIE DEPLOYED

BROWSES / SEARCHES FOR PRODUCTS

CREATES CART WITH ITEMS

CREATES WISHLIST . GIFT REGISTRY

REGISTERS OR SIGNS IN AS GUEST

CHECKS OUT

ENTERS PAYMENT DETAILS

ENTERS SHIPPING DETAILS

PICKS UP IN STORE / ORDER DELIVERED TO SHIP TO

CALLS CUSTOMER SERVICE

CANCELS / AMENDS ORDER

RECEIVES APPEASEMENT / REFUND

RETURNS ITEMS

REVIEWS / RATES ITEMS

PROVIDES SITE / EXPERIENCE FEEDBACK

FRAUDULENT ORDER / PAYMENT

AMENDS / REQUESTS PERSONAL DATA

OPTS OUT OF MARCOMM

CUSTOMER DEATH

REQUESTS REMOVAL

CUST. ORDER BIRTH

ITEMS PLACED IN CART

ITEMS AVAILABLE (INVENTORY OR BACKORDER)

ITEMS VALID FOR SHIP TO LOCATION

ITEMS CAN BE DELIVERED (PHYSICALLY)

PAYMENT AUTHORIZED

CART IS CHECKED OUT

ORDER / ORDER LINE / QTY CANCELLED

CUSTOMER RECEIVED ORDER CONFIRMATION

ORDER LINES (UNITS) ROUTED TO DISTRIBUTOR(S)

DISTRIBUTOR CONFIRMS ORDER RECEIPT

ITEM AVAILABILITY CHECK

ITEM PICKED / SERIAL NUMBER SCANNED

ITEM PACKED (WITH PACKING NOTE) AND SHIPPED

SHIP CONFIRMATION SENT TO CUSTOMER

REVENUE RECOGNIZED FOR ORDER LINES

CUSTOMER BILLED

ORDER IN TRANSIT (AND INT'L ORDER DUTY PAID)

ORDER LINE DELIVERED

ORDER LINE NOT DELIVERED / EXPEDITED

ORDER LINE RETURNED (CHECK SERIAL # AT STORE)

ORDER LINE RE-SHIPED

ORDER LINE REFUNDED / APPEASEMENT OFFERED

DISTRIBUTOR PERF / ORDER STATUS REPORTED

CUST. ORDER DEATH