



# Inventory Planning























## Benefits of Full Departments

- Immediate product delivery at skin care classes and facials - no delivery time needed.
- Great customer service that keeps your customers coming back to you for reorders.
- Anticipating the needs of new and existing customers by having all the appropriate products available.

Skin Care Department	Color Department	Fragrances Department
Supplements Department	<b>\$4200 Store</b> <b>ALL Departments</b> <b>Open and Fully Stocked</b>	Body Care Department
		Men's Department
		Limited Edition Department

## Store Departments

A "Full Department" will service 36 customers

	Core Line Products				Specialty Line Products			
Level of Inventory	Skin Care Department	Supplements Department	Color Department	Specialty Department Options	Fragrance Department	Body Care Department	Men's Department	Limited Edition Department
<b>\$4200</b>	Full Department	Full Department	Full Department	4 Specialty Department Options				
<b>\$3600</b>	Full Department	Full Department	Full Department	3 Specialty Department Options				
<b>\$3000</b>	Full Department	Full Department	Full Department	2 Specialty Department Options				
<b>\$2400</b>	Full Department	Full Department	Full Department	1 Specialty Department Option				
<b>\$1800</b>	Full Department	Full Department	Sample Package	0 Specialty Department Options				

# DOORWAY TO YOUR DESTINY

## Facial appointments with 1-3 in attendance

**CUSTOMERS:** (A facial appointment with 1- 3 in attendance)

3 appts x 2 new customers = 6 new customers per week

6 new customers per week = 24 new customers per month

24 new customers per month = 288 new customers per year

### **MONEY:**

\$200 would be considered a low average for a facial appt.

3 appointments per week x \$200 = \$600 in sales per week

\$600 per week = \$2400 per month = \$1200 profit per month

\$14,400 in sales profit per year

### **REORDERS:**

Each customer may have an average reorder of \$30 every 3 months

Every customer reorders \$120 per year

288 customers x \$120 = 34,560. = \$17,280 profit per year

### **TEAM BUILDING:**

288 new customers per year

Share the Mary Kay opportunity with half of the 288 new customers = 144 interviews

Team Building rate = 1 in 5 becomes part of your team = 28 team members

### **BREAKING IT ALL DOWN:**

288 NEW customers per year

\$14,400 Skin Care class sales profit per year

\$17,280 Reorder profits per year

Total profit per year **\$31,680!**

28 New Team Members per year!  
(Additional Commissions Available)

## Skin Care classes with 4-6 in attendance

**CUSTOMERS:** (A skin care class with 4 - 6 in attendance)

3 classes x 3 new customers = 9 new customers per week

9 new customers per week = 36 new customers per month

36 new customers per month = 432 new customers per year

### **MONEY:**

\$300 would be considered a low average Skin Care class

3 classes per week x \$300 = \$900 in sales per week

\$900 per week = \$3600 per month = \$1800 profit per month

\$21,600 in sales profit per year

### **REORDERS:**

Each customer may have an average reorder of \$30 every 3 months

Every customer reorders \$120 per year

432 customers x \$120 = \$51,840 = \$25,920 profit per year

### **TEAM BUILDING:**

432 new customers per year

Share the Mary Kay opportunity with half of the 432 new customers = 216 interviews

Team Building rate = 1 in 5 becomes part of your team = 43 team members

### **BREAKING IT ALL DOWN:**

432 NEW customers per year

\$21,600 Skin Care class sales profit per year

\$25,920 Reorder profits per year

Total profit per year **\$47,520!**

43 New Team Members per year!  
(Additional Commissions Available)