

## **Action Plan**

### **For top Wholesale Customers who:**

- maintain a Returns percentage below 10% and a GP over 20%, they will be offered Net30 Credit Terms

- purchase more than \$15K monthly with less than 10% Returns and a GP over 20%, will receive 2 deliveries per day

### **For lowest Wholesale Customers:**

- increase their Wholesale Net Prices

- Eliminate the Return Program

- Eliminate any credit terms and place these accounts on COD

- Eliminate the delivery program for those difference between their GP% and Return % is less than 3%

- Eliminate deliveries for customers whose GP is below 12%