

## Action Plan

Reason - Increase accessory sales by 200%

Needs:

Space

Display Racks

Parts personnel to order and maintain additional product

Steps:

Follow recommendations from mfg rep (Attached)

Purchase display racks

Order product

MFG Return Policy has no time limit for full refund. Risk is very low.

This plan will bring more people in during holidays for shopping and help promote our brand name in the area. Also, will increase sales and GP for the department and store.