

# Pre-Peak Execution Checklist

To be completed 24 hours before peak trading begins · Page 1 of 3

| AREA                   | ACTION                                                               | IDENTIFIED & NOTES | OWNER DEADLINE           |
|------------------------|----------------------------------------------------------------------|--------------------|--------------------------|
| MARKETING ALIGNMENT    |                                                                      |                    |                          |
| Marketing              | Confirm all active campaigns — identify key products per channel     |                    | <input type="checkbox"/> |
|                        | Verify window presentation reflects current campaign messaging       |                    | <input type="checkbox"/> |
|                        | Verify mannequins reflect current campaign messaging                 |                    | <input type="checkbox"/> |
|                        | Adjust all misaligned displays before peak begins                    |                    | <input type="checkbox"/> |
| PRODUCT & AVAILABILITY |                                                                      |                    |                          |
| Product                | Walk the shop floor — identify all broken size runs                  |                    | <input type="checkbox"/> |
|                        | Check stockroom for excess stock and move priority products to floor |                    | <input type="checkbox"/> |
|                        | Confirm best sellers are visible and available in all key sizes      |                    | <input type="checkbox"/> |
|                        | Replace any featured product that lacks sufficient stock             |                    | <input type="checkbox"/> |

## Pre-Peak Execution Checklist

Page 2 of 3

| AREA                   | ACTION                                                                   | IDENTIFIED & NOTES | OWNER DEADLINE           |
|------------------------|--------------------------------------------------------------------------|--------------------|--------------------------|
| <b>VOLUME ON FLOOR</b> |                                                                          |                    |                          |
| Volume                 | Identify top 5–10 best sellers and confirm on-floor depth                |                    | <input type="checkbox"/> |
|                        | Increase replenishment thresholds for automated systems                  |                    | <input type="checkbox"/> |
|                        | Brief stockroom team on priority products and target volume levels       |                    | <input type="checkbox"/> |
|                        | Confirm product is presented through structure — no unorganised stacking |                    | <input type="checkbox"/> |
| <b>REPLENISHMENT</b>   |                                                                          |                    |                          |
| Replen.                | Assign replenishment ownership by zone and category                      |                    | <input type="checkbox"/> |
|                        | Confirm replenishment approach: continuous, not at fixed intervals       |                    | <input type="checkbox"/> |
|                        | Organise stockroom: priority products accessible and clearly labelled    |                    | <input type="checkbox"/> |

## Pre-Peak Execution Checklist

Page 3 of 3

| AREA                           | ACTION                                                                           | IDENTIFIED & NOTES | OWNER DEADLINE           |
|--------------------------------|----------------------------------------------------------------------------------|--------------------|--------------------------|
| <b>SCHEDULING</b>              |                                                                                  |                    |                          |
| Schedule                       | Confirm staffing<br>schedule reflects peak<br>traffic windows                    |                    | <input type="checkbox"/> |
|                                | Verify all breaks are<br>scheduled outside peak<br>hours                         |                    | <input type="checkbox"/> |
|                                | Confirm opening tasks<br>can be completed<br>before peak traffic<br>builds       |                    | <input type="checkbox"/> |
|                                | Identify and brief<br>additional or peak-only<br>coverage                        |                    | <input type="checkbox"/> |
| <b>ZONING &amp; LEADERSHIP</b> |                                                                                  |                    |                          |
| Zoning                         | Assign zone owners<br>and communicate<br>responsibilities to all<br>team members |                    | <input type="checkbox"/> |
|                                | Brief all team members:<br>targets, best sellers,<br>and key priorities          |                    | <input type="checkbox"/> |
|                                | Confirm dressing room<br>and register staffing are<br>prioritised                |                    | <input type="checkbox"/> |
|                                | Set performance<br>communication<br>schedule — hourly<br>updates to team         |                    | <input type="checkbox"/> |

# Traffic & Staffing Alignment Planner

Align working hours with customer traffic to maximise coverage during peak windows

| Hour             | Traffic<br>ly | % of<br>day | Sales<br>ly (€) | Working<br>hours ty<br>(excl. breaks) | % of<br>hours | Gap | Action |
|------------------|---------------|-------------|-----------------|---------------------------------------|---------------|-----|--------|
| 09:00 –<br>10:00 |               |             |                 |                                       |               |     |        |
| 10:00 –<br>11:00 |               |             |                 |                                       |               |     |        |
| 11:00 –<br>12:00 |               |             |                 |                                       |               |     |        |
| 12:00 –<br>13:00 |               |             |                 |                                       |               |     |        |
| 13:00 –<br>14:00 |               |             |                 |                                       |               |     |        |
| 14:00 –<br>15:00 |               |             |                 |                                       |               |     |        |
| 15:00 –<br>16:00 |               |             |                 |                                       |               |     |        |
| 16:00 –<br>17:00 |               |             |                 |                                       |               |     |        |
| 17:00 –<br>18:00 |               |             |                 |                                       |               |     |        |
| 18:00 –<br>19:00 |               |             |                 |                                       |               |     |        |
| Total            |               | 100%        |                 |                                       | 100%          |     |        |

Align % of staffing hours to % of traffic — not to standard scheduling patterns  
Prioritise peak windows: schedule your strongest team members during highest-traffic hours  
Adjust availability using split shifts and peak-only coverage where needed

# Peak Trading Team Brief

Complete and communicate before each peak trading day

| DATE | STORE | PEAK DAY |
|------|-------|----------|
|      |       |          |

1. SALES PLAN

| DAILY TARGET (€)           | AVERAGE UNIT PRICE (AUP) | UNITS REQUIRED |
|----------------------------|--------------------------|----------------|
|                            |                          |                |
| TARGET UNITS PER PEAK HOUR | HOURLY FOCUS             |                |
|                            |                          |                |

2. FLOOR ADJUSTMENTS

| INCREASED VOLUME ON | CAMPAIGN FOCUS |
|---------------------|----------------|
|                     |                |

3. ZONING

| ZONE           | OWNER | FOCUS |
|----------------|-------|-------|
| Entrance       |       |       |
| Shop Floor     |       |       |
| Dressing Rooms |       |       |
| Registers      |       |       |

4. BEST SELLERS

| PRODUCT | KEY BENEFIT | LOCATION |
|---------|-------------|----------|
|         |             |          |
|         |             |          |
|         |             |          |
|         |             |          |
|         |             |          |

5. KEY REMINDERS

- Coverage over depth — be available to many, not absorbed by one
- Availability is service — a missing size is a lost sale
- Speed is conversion — reduce friction at every touchpoint
- Replenishment is selling — every gap costs revenue

# Live Peak Trading Tracker

Update every hour — share with team — adjust immediately · Page 1 of 2

## 1. HOURLY PERFORMANCE

| Hour             | Sales LY<br>(€) | Sales TY<br>(€) | AUP | Units<br>Sold | Target<br>Units | Gap | Action Taken |
|------------------|-----------------|-----------------|-----|---------------|-----------------|-----|--------------|
| 09:00 –<br>10:00 |                 |                 |     |               |                 |     |              |
| 10:00 –<br>11:00 |                 |                 |     |               |                 |     |              |
| 11:00 –<br>12:00 |                 |                 |     |               |                 |     |              |
| 12:00 –<br>13:00 |                 |                 |     |               |                 |     |              |
| 13:00 –<br>14:00 |                 |                 |     |               |                 |     |              |
| 14:00 –<br>15:00 |                 |                 |     |               |                 |     |              |
| 15:00 –<br>16:00 |                 |                 |     |               |                 |     |              |
| 16:00 –<br>17:00 |                 |                 |     |               |                 |     |              |
| 17:00 –<br>18:00 |                 |                 |     |               |                 |     |              |
| 18:00 –<br>19:00 |                 |                 |     |               |                 |     |              |
| 19:00 –<br>20:00 |                 |                 |     |               |                 |     |              |
| 20:00 –<br>21:00 |                 |                 |     |               |                 |     |              |
| 21:00 –<br>22:00 |                 |                 |     |               |                 |     |              |
| Total            |                 |                 |     |               |                 |     |              |

Live Peak Trading Tracker

Page 2 of 2 · Execution checks

2. GREETING OBSERVATION

| TIME | STAFF OBSERVED | GREETED (OUT OF 20) | FOLLOW-UP (Y/N) |
|------|----------------|---------------------|-----------------|
|      |                |                     |                 |
|      |                |                     |                 |
|      |                |                     |                 |
|      |                |                     |                 |

3. BEST SELLER CHECK

| PRODUCT | FULL SIZE RUN (Y/N) | REPLENISHED (Y/N) | ACTION REQUIRED |
|---------|---------------------|-------------------|-----------------|
|         |                     |                   |                 |
|         |                     |                   |                 |
|         |                     |                   |                 |
|         |                     |                   |                 |
|         |                     |                   |                 |

4. NOTES

ISSUES

ACTIONS TAKEN

FOCUS NEXT HOUR