

To: All Regional Managers

From: Walmart

Date: July 19, 2010

Subject: Weekly Sales & Inventory Analysis: Week of July 12, 2010

### **Weekly Sales & Inventory Analysis**

This past week saw a significant shift in sales trends, largely driven by the conclusion of the 2010 FIFA World Cup. Sales of licensed team jerseys, particularly for Spain and the Netherlands, have dropped by 65% since the final match on July 11th. Similarly, demand for vuvuzelas has plummeted, with a 90% decrease in sales week-over-week. We currently have a significant overstock of these items, and recommend immediate markdowns to clear out remaining inventory.

On a more positive note, back-to-school sales are beginning to ramp up. We've seen a 15% increase in the sale of backpacks and stationery. The "Silly Bandz" craze continues, with sales of these novelty items up another 25% this week. We recommend increasing stock of these items to meet continued demand.

### **Key Market Insights**

The release of the film *Inception* on July 16th has had a noticeable impact on consumer behavior. We've seen a 10% increase in sales of suits and formal wear, likely influenced by the film's sharp-dressed characters. This trend is expected to continue over the next few weeks. The "athleisure" trend is also gaining momentum. Sales of yoga pants and athletic-style jackets are up 20% this week. This suggests a growing consumer preference for comfortable, yet stylish, clothing. We anticipate this trend will continue to grow, and recommend increasing our inventory of these items.

### **Recommendations**

- **Immediate Action:** Implement a 50% markdown on all World Cup-related merchandise to clear out excess inventory.
- **Inventory Adjustment:** Increase stock of back-to-school items by 20% to meet rising demand.
- **Trend-Based Ordering:** Place additional orders for men's suits and women's blazers to capitalize on the *Inception*-driven trend.
- **Future Planning:** Increase our buying of "athleisure" wear by 25% for the upcoming season to align with this growing trend.

This report is based on an analysis of sales data from all 50 of our retail locations. Please contact us with any questions.