













KPI Metrics Assessment

APPAREL, FOOTWEAR & ACCESSORIES



KPI Assessment – AFA Industry Benchmarks

Current Potential

Functional Area		KPI	Bottom Tier	Median	Top Tier
	Direct to Consumer Commerce	eCommerce Revenue Growth	< 12%	12%	16%
	B2B Commerce	B2B eCommerce Revenue Growth	< 12%	12%	16%
	Order Management	Days Sales Outstanding (DSO)	70.3 days	40.3 days	26 days
	Demand Planning & Merchandising	Revenue Growth (incremental)	-26.6%	-14.6%	0.7%
	Sourcing & Supply Chain Management	Inventory Turn	1.6 turns	2.5 turns	4.7 turns
	Manufacturing	Cost of Goods Sold (COGS)	78.1%	63.8%	46.6%
	CRM & Marketing Automation	Revenue Growth (incremental)	-26.6%	-14.6%	0.7%
	Inventory & Warehouse Management	Order Fill Rate	< 96%	96%	98.5%
	Financial Management & Reporting	Days to Close the Books	> 10 days	7 days	< 5 days
	Technology & BI Platform	Replace Current Systems	customer specific	customer specific	customer specific
	Budgeting & Forecasting	Days to Complete the Annual Budget Budget	> 35 days	35 days	27.6 days
	Human Resources	HR Team Efficiency	customer specific	customer specific	customer specific
★★★	Customer Service	Customer Service Team Efficiency	customer specific	customer specific	customer specific

Thank You