

# IKEA Store Performance Guidelines

## Key Performance Indicators (KPIs)

### Financial Metrics:

- **Actuals (Act):** Net sales amount in AED - Primary revenue metric
- **Last Year (Ly):** Previous year net sales for comparison
- **Year-over-Year Growth (vs\_Ly\_percent):** Percentage change from last year
- **Average Transaction Value (ATV):** Average spend per customer transaction

### Customer Metrics:

- **Visitors:** Total footfall count entering the store
- **Customers:** Number of completed transactions
- **Conversion Rate:** Percentage of visitors who make a purchase
- **Items per Customer:** Average number of items purchased per transaction

### Product Metrics:

- **Items Sold:** Total quantity of products sold
- **Price per Item:** Average selling price per individual item
- **Product Mix:** Distribution of sales across different product categories

## Performance Benchmarks & Targets

### Conversion Rate Targets:

- Store Channel: 25-35% (Industry leading performance)
- IFB Channel: 8-12% (Food service industry standard)
- Peak Hours: 40-50% conversion during weekend afternoons
- Seasonal Events: 60%+ during major sales periods

### Average Transaction Value Goals:

- Store Channel: 400-600 AED per transaction
- IFB Channel: 80-150 AED per transaction
- Premium Product Focus: 15-20% increase in ATV
- Cross-selling Success: 3-5 items per customer average

### Year-over-Year Growth Expectations:

- Healthy Growth: 5-15% increase over previous year
- Market Expansion: New product launches driving 20%+ growth
- Seasonal Adjustments: Account for holiday and cultural events
- Economic Factors: Consider market conditions and consumer spending

## Operational Excellence Guidelines

### Customer Experience Standards:

- Store Layout: Clear navigation and product discovery
- Staff Assistance: Knowledgeable and helpful customer service
- Queue Management: Efficient checkout and minimal wait times
- Product Availability: 95%+ in-stock rate for core products
- Cleanliness: Maintain high hygiene standards throughout store

### Inventory Management:

- Stock Rotation: First-in-first-out for food products
- Demand Forecasting: Data-driven inventory

planning • Seasonal Preparation: Anticipate holiday and event demand • Supply Chain Coordination: Minimize stockouts and overstock • Quality Control: Regular product quality checks and maintenance

**Performance Monitoring:**

• Daily Reporting: Track KPIs and performance metrics • Weekly Reviews: Analyze trends and identify improvement areas • Monthly Analysis: Compare against targets and previous periods • Quarterly Planning: Strategic adjustments and goal setting • Annual Evaluation: Comprehensive performance assessment