

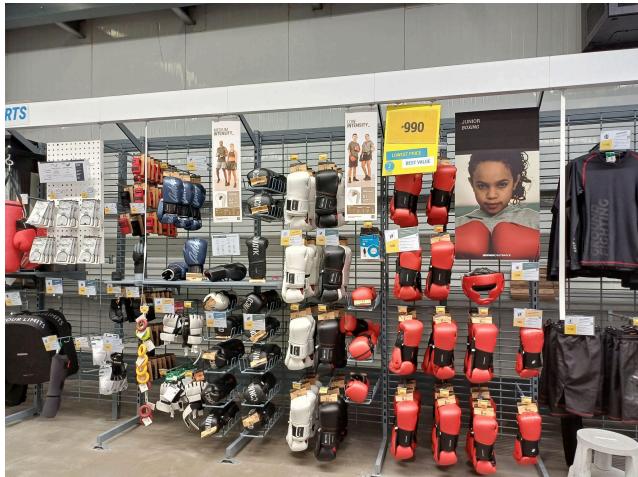
FIGHTING SPORTS

| | TO | QTY | TICKET | AVE BASKET | MARGIN RATE |
|-------------------|---------------------------------|--------------------------|-------------------------|------------------------------|-----------------------------|
| My Sport | 314 434 ₱ -22.83 % | 380 -21.81 % | 237 -16.25 % | 1326.73 ₱ -7.85 % | 34.40 % -1.36 pts |
| My Store | 17 443 916 ₱ -19.17 % | 28 873 -9.32 % | 7 527 -8.16 % | 2317.51 ₱ -11.99 % | 32.36 % -0.50 pts |
| Comparable | 2 621 221 ₱ 4.73 % | 3 219 3.70 % | 2 121 9.10 % | 1235.84 ₱ -4.01 % | 35.48 % 1.44 pts |

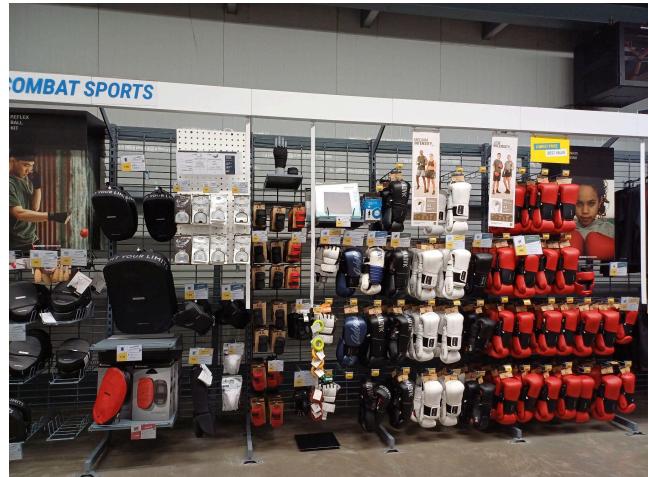
Sales, quantity, and average basket size decreased for "My Sport" and "My Store," but increased for "Comparable." Despite "Comparable" having a higher margin rate and better performance in some areas, "My Sport" and "My Store" saw significant decreases, with "My Sport" experiencing the greatest decrease in sales and quantity.

LAYOUT ENHANCEMENT RESULTS

*This is based from week 18 - week 19 vs. week 21 - week 22



BEFORE



AFTER

Boxing Gloves Family

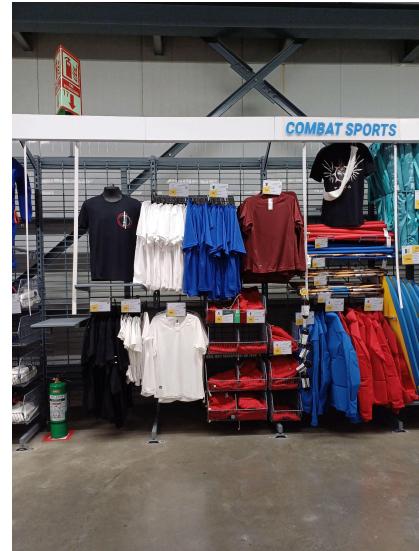
- After adjusting the layout, it has generated a positive growth of **123.79 %** in Masinag. With the comparable, it is not far behind, garnering a **-3.44 %**.
- Based on my observation after the enhancement, having a layout that provides a massive effect can attract the users, whether testing or really interested in joining

boxing. In some way, it takes time for items to sell due to the unexpected weather changes, but it is still selling

- Additionally, putting a weighing scale can make it easier for users to determine their glove size. Aside from that, we can also check if the fit of the glove can be upsized or not.
- What can be improved, is to provide communications about the weighing scale. The users might just think it's just for weighing themselves and not seeing the proper purpose of it. Another, is to provide a proper segmentation of which gloves are for kids and which ones are for the adults.
- Current SCF Score: 69% after layout enhancement



BEFORE



AFTER

Arnis Family

- After the layout enhancement for Arnis, the family has garnered a positive growth of **18.52 %**, while the comparable **3.91 %**.
- Although with the minimal space to apply the Modulo, it has still created an impact by trying it.
- There was a growth of the new model, which is the FILIPINO MARTIAL ARTS SHIRT BLACK UNISEX, after highlighting it has reached a **23.33 %**
- Also, every item is within reach
- What to improve; it still looks a bit crowded, should limit the shirt sizes, maybe 4 or 5 per size. The tagging of the shirts. It's not the same, most is on the neck part, some of it is by the side of the shirt. For me, it's better to have it on both so it can be easier for users to see what size there is.



BEFORE

AFTER

Jiu Jitsu Family

- With the enhancement, this family has earned a positive **77.99 %**. As for the comparable a **76.35 %**
- I've decided to put them in baskets so that they're all aligned at the bottom and the comms for the adult and junior are aligned with the bottom of the bigger comm. For me, it looks cleaner than before and it creates more space if ever the other gi arrives.
- Also, with the stocks from CAC slowly arriving, it has also given a massive effect to the layout, making it full and letting the users automatically know that there are sizes available.
- What to improve; Provide labels on each basket for the users to easily see what the sizes are instead of grabbing and unfolding them. Fix the signage of the "Adult" and "Junior" because they keep falling from the tape.

TOP 10 MODELS (TO)

| Masinag | | Comparable | |
|---------------------------|-----------------------------|------------------------------|------------------------------|
| MODEL | TO | MODEL | TO |
| BOXING GLOVES 100 AD | 42 570 ₣ -20.49 % | BOXING GLOVES 100 AD | 252 302 ₣ -4.59 % |
| BOXING WRAPS 500 4M BLACK | 20 017 ₣ 12.07 % | BOXING GLOVES 120 ERGO BLACK | 191 762 ₣ 363.86 % |

| | | | |
|-----------------------------------|----------------------|---------------------------------|----------------------|
| | | | |
| BJJ GI 500 V2 WHITE | 14 502 ₱ 142.91 % | BOXING GLOVES 500 ERGO BLACK | 157 010 ₱ 15.64 % |
| BOXING GLOVES 120 ERGO WHITE | 12 720 ₱ - | BOXING WRAPS 500 4M BLACK | 133 227 ₱ 2.53 % |
| BOXING GLOVES 120 ERGO BLACK | 12 482 ₱ -12.78 % | BOXING GLOVES 120 ERGO WHITE | 103 350 ₱ - |
| BOXING GLOVES 500 ERGO BLACK | 11 940 ₱ -31.85 % | BJJ GI 500 V2 BLUE | 95 082 ₱ 121.28 % |
| BJJ-K-500 . M UNIFORM WHT | 10 773 ₱ -52.50 % | ARNIS SHIRT MENS - WHITE | 81 214 ₱ 66.46 % |
| FREE-STANDING PUNCHING BAG 900 | 9 590 ₱ - | PUNCHING BALL ADULT | 79 350 ₱ -16.58 % |
| PB 100 | 9 380 ₱ 100 % | BJJ GI 500 V2 WHITE | 75 571 ₱ 90.12 % |
| BJJ GI 500 V2 BLUE | 8 970 ₱ -6.17 % | BJJ-K-500 . M UNIFORM LNG | 70 505 ₱ 8.42 % |

For the Top 10 models in terms of TO, we can see that it is almost the same as the comparable, but there were two items that have progressed and are above comparable, which was the BJJ 500 V2 White and the Boxing Wraps 500 4m Black. It was important to have stocks in store, now that we are coming to the summer classes and it is expected they are needing the necessary equipment/attire. And with the advance allocation made, it was easier to provide for the users.

TOP 10 MODELS (QTY)

| Masinag | | Comparable | |
|------------------------------|----------------|------------------------------|----------------|
| MODEL | QTY | MODEL | QTY |
| BOXING GLOVES 100 AD | 43 -23.21 % | ARNIS SHIRT MENS - WHITE | 313 21.79 % |
| BOXING WRAPS 500 4M BLACK | 41 7.89 % | BOXING WRAPS 500 4M BLACK | 294 -1.34 % |
| ARNIS SHIRT MENS - WHITE | 28 -34.88 % | BOXING GLOVES 100 AD | 255 -7.61 % |

| | | | |
|---------------------------------|---|---------------------------------|--|
| BOXING WRAPS 100 2,5M RED V2 | 24 -20 % | BOXING WRAPS 100 2,5M RED V2 | 209 17.42 % |
| ARNIS SHIRT WOMENS - WHITE | 15 -34.78 % | ARNIS SHIRT BLUE | 157 60.20 % |
| BOXING WRAPS 500 4M RED | 14 0 % | TRAINING STICK - RATTAN | 126 -14.86 % |
| BJJ-BELT-500-WHITE | 14 -33.33 % | ARNIS SHIRT WOMENS - WHITE | 122 -19.21 % |
| TRAINING STICK - RATTAN | 10 -41.18 % | BOXING GLOVES 120 ERGO BLACK | 121 365.38 % |
| ARNIS SHIRT MAROON | 10 -16.67 % | ARNIS SHIRT MAROON | 109 23.86 % |
| MG100 L COLORLESS OUTSHOCK | 10 100 % | BOXING WRAPS 500 4M RED | 103 -23.70 % |

TOP 5 FAMILIES (MASINAG)

| Rank | Id | Family | 2126 - Masinag | Favorites stores |
|------|-------|------------------------|---|---|
| | | | Growth Turnover | Growth Turnover |
| | | | Physical sto... | Physical sto... |
| | | TOTAL | Family | 314 434 ₽ ↓ -22.83 % |
| 1 | 267 | BOXING GLOVES | 95 082 ₽ ↓ -17.20 % | 917 383 ₽ ↑ 20.53 % |
| 2 | 11735 | JIU JITSU | 54 534 ₽ ↓ -48.73 % | 394 526 ₽ ↓ -10.82 % |
| 3 | 264 | PUNCHING BAGS | 43 140 ₽ ↓ -35.11 % | 282 570 ₽ ↓ -19.80 % |
| 4 | 34007 | WRAPS AND UNDER GLOVES | 36 159 ₽ ↑ 3.78 % | 290 149 ₽ ↓ -0.41 % |
| 5 | 34877 | ARNIS | 36 138 ₽ ↑ 3.13 % | 352 049 ₽ ↑ 49.24 % |

HEALTH & DISCOVERY

| | TO | QTY | TICKET | AVE BASKET | MARGIN RATE |
|-------------------|--------------------------|-------------------|------------------|-----------------------|----------------------|
| My Sport | 399 017 ₱ -21.36 % | 764 -14.83 % | 627 -11.06 % | 636.39 ₱ -11.58 % | 39.24 % -2.76 pts |
| My Store | 17 443 916 ₱ -19.17 % | 28 873 -9.32 % | 7 527 -8.16 % | 2317.51 ₱ -11.99 % | 32.36 % -0.50 pts |
| Comparable | 3 456 593 ₱ -16.05 % | 7 135 -8.90 % | 5 556 -7.15 % | 622.14 ₱ -9.58 % | 40.63 % -2.06 pts |

All categories had significant drops in sales, quantity, and average basket size, with "My Sport" and "My Store" falling more than "Comparable." Sales and quantity fell the most for "My Sport" (21.36% and 14.83%, respectively), and margins also fell, with "My Sport" experiencing the greatest decrease. Despite having the largest overall production, "My Store" had significant decreases in all parameters, but "Comparable" did perform slightly better in some categories.

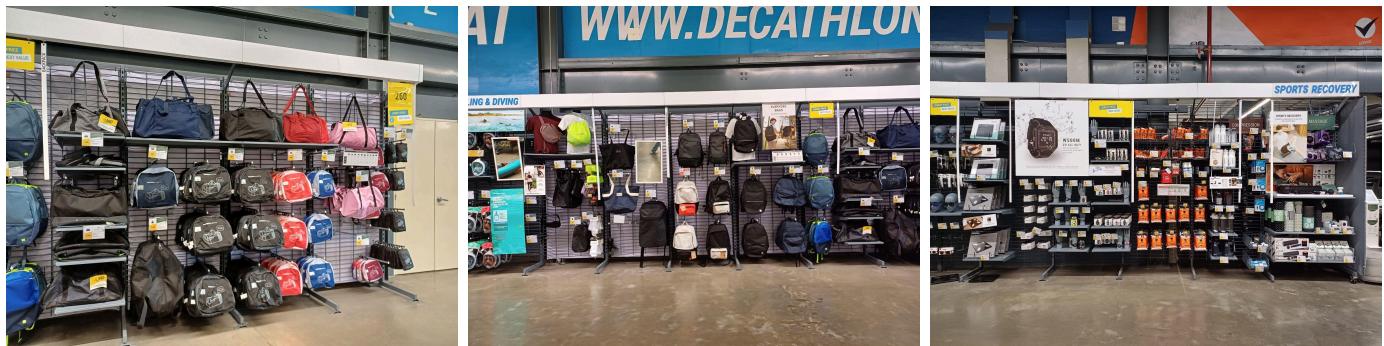
LAYOUT ENHANCEMENT RESULTS

*This is based from week 18 - week 19 vs. week 21 - week 22

Before



After



BAG TEAM SPORT FAMILY

- For this family, comparing it to the last layout movement which was around week 18. It has progressed a positive **15.01 %** and with the comparable **12.76%**, making us above and part of the Top 3 overall stores.
- Comparing it to the previous layout, the displays can be easily reached for the users to try and see. Unlike before, it was blocked by the white barrier and it is too high. For the hard case bags, in some way it was more effective because the users could see which was the item for the hard case. Wherever the display is, the item should be below it. And it is also in one side
- *What needs to be improved:* Maintain the cleanliness of it, especially the displays. Provide POS communications for the hard case, to know which is better and also include that we can do embroidery for the bags. Provide an SCF.

FITNESS CARDIO BAG FAMILY

- For this family, comparing it to the last layout movement which was around week 18. It did not receive a positive result, making it a **-9.41 %** and with the comparable **-0.17 %**. It's not far, but it would still need improvement.

SPORTS OPTICS

- For the sports optics sub department, it has not progressed due to the stocks and no communications providing the higher models are available by the tills. Resulting this to a **-58.35 %** and with the comparable a **-35.58 %**

TOP 10 MODELS (TO)

| Masinag | | Comparable | |
|------------------------------------|----------------------|------------------------------------|-----------------------|
| MODEL | TO | MODEL | TO |
| BAG 55L ESSENTIAL BLACK | 19 920 ₱ 200 % | MH 500 ELECTRONIC | 300 015 ₱ 69.14 % |
| MH100 BLACK C3 | 16 733 ₱ 37.04 % | SPORT BAG ESSENTIAL 20L BLUE RED | 196 720 ₱ 51.57 % |
| JOG MESSENGER BAG BLACK | 16 533 ₱ 37.89 % | HAND RECOVERY MASSAGE PURPLE | 143 776 ₱ 53.56 % |
| FITNESS BAG POCKET BLACK | 12 922 ₱ 25.33 % | SPORT BAG ESSENTIAL 35L BLUE | 139 770 ₱ -4.76 % |
| SHOE BAG TEAM SPORT ACADEMIC BLACK | 11 197 ₱ 197.78 % | SCALE 100 - 2024 | 136 490 ₱ - |
| RECOVERY BALL 300 | 10 543 ₱ 138.53 % | MH100 BLACK C3 | 129 850 ₱ 46.46 % |
| SCALE 100 - 2024 | 10 440 ₱ - | BAG 55L ESSENTIAL BLACK | 119 520 ₱ 71.43 % |
| HAND RECOVERY MASSAGE PURPLE | 10 238 ₱ 8.33 % | FITNESS BAG POCKET BLACK | 102 742 ₱ -46.36 % |
| SPORT BAG ESSENTIAL 20L BLUE RED | 9 765 ₱ -24.13 % | ATW100 BLACK | 93 027 ₱ 10.72 % |
| SPORT BAG ESSENTIAL 35L RED | 9 557 ₱ 436.88 % | SHOE BAG TEAM SPORT ACADEMIC BLACK | 74 857 ₱ 36.13 % |

- For the Top 10 models in terms of TO, we are mostly likely the same with the comparable. The good news is that there were some items above comparable, which are the highlighted ones.
- Although, the ones that need improvement are the ones that are not available at CAR and would have to wait for the next CAC delivery.

TOP 10 MODELS (QTY)

| Masinag | | Comparable | |
|---------------|-----|---------------|-----|
| MODEL | QTY | MODEL | QTY |
| HAND RECOVERY | 71 | HAND RECOVERY | 972 |

| | | | |
|---------------------------------------|----------------|-------------------------------------|-----------------|
| MASSAGE PURPLE | 12.70 % | MASSAGE PURPLE | 55.52 % |
| MH100 BLACK C3 | 58 52.63 % | MH100 BLACK C3 | 449 70.72 % |
| FITNESS BAG POCKET BLACK | 50 66.67 % | SPORT BAG ESSENTIAL 20L BLUE RED | 438 31.53 % |
| RECOVERY BALL 300 | 41 141.18 % | FITNESS BAG POCKET BLACK | 397 -34.27 % |
| BAG 55L ESSENTIAL BLACK | 24 200 % | MH 500 ELECTRONIC | 380 66.67 % |
| SHOE BAG TEAM SPORT ACADEMIC BLACK | 23 187.50 % | FIBAGLIGHT SHOE BAG FLY | 293 85.44 % |
| SPORT BAG ESSENTIAL 20L BLUE RED | 22 -33.33 % | RECOVERY BALL 300 | 235 26.34 % |
| WALLET FITNESS BAG OUATE PURPLE | 19 - | SPORT BAG ESSENTIAL 35L BLUE | 203 -6.02 % |
| SHOES BAG ESSENTIAL BLACK ORANGE | 18 5.88 % | ATW100 BLACK | 190 10.47 % |
| MH140 BLUE C3 | 18 800 % | SHOES BAG ESSENTIAL BLACK ORANGE | 163 28.35 % |

As for the highlighted ones, these were not a part of the comparable, but it is selling the most at our store. Especially the shoe bag team sport, it is gaining more quantities because it was cross marketed at running and team sports. Since the wallet fitness bag is new, we can set a standard for it as it is still sellable and attractive to some users. We could cross market by the fitness women's section.

TOP 5 FAMILIES

| Rank | Id | Family | 2126 - Masinag | | Favorites stores | |
|------|-------|---------------------------------------|-----------------|-------------------------|---------------------------|--|
| | | | Growth Turnover | | | |
| | | | Physical sto... | Physical sto... | | |
| | | TOTAL | Family | 399 017 ₱ ↓ -21.36 % | 3 456 593 ₱ ↓ -16.05 % | |
| 1 | 11399 | BAG TEAM SPORT | | 86 841 ₱ ↓ -3.78 % | 769 812 ₱ ↓ -8.47 % | |
| 2 | 3180 | ADULT MOUNTAIN HIKING SUNGLASSES | | 68 018 ₱ ↑ 7.73 % | 419 450 ₱ ↑ 1.17 % | |
| 3 | 3087 | FITNESS CARDIO BAGS, ACCESS ALL LEVEL | | 62 928 ₱ ↓ -17.72 % | 381 138 ₱ ↓ -20.89 % | |
| 4 | 10995 | SPORT RECOVERY & RELAXATION | | 60 845 ₱ ↓ -12.88 % | 803 912 ₱ ↑ 0.13 % | |
| 5 | 7026 | WATCHES HRM PEDOMETERS | | 36 328 ₱ ↓ -24.54 % | 334 688 ₱ ↑ 4.72 % | |

SUMMARY

COMMERCIAL ACTIONS

| Model | TO April | TO May | Progression |
|---------------------------------|----------------------|---------------------|-------------|
| Boxing Wraps 4m Black | 13 983 ₣ -12.50 % | 20 017 ₣ 12.07 % | 0.43% |
| MH 500 ELECTRONIC | 5 530 ₣ -55.69 % | 8 690 ₣ -34.46 % | -21.23% |
| ATW100 BLACK | 10 290 ₣ -36.36 % | 6 787 ₣ -68.35 % | -31.99% |
| BJJ GI V2 BLUE | 23 023 ₣ 20.41 % | 8 970 ₣ -6.17 % | (-)26.58% |
| SPORT BAG ESSENTIAL 35L BLUE | 14 900 ₣ -42.18 % | 7 590 ₣ -37.99 % | -4.19% |
| LR03-AAA *12 | 1 280 ₣ -80.34 % | 2 192 ₣ -21.43 % | -58.91% |
| mh100 black | 15 370 ₣ 33.42 % | 16 733 ₣ 37.04 % | 3.62% |
| s bag 30L tube black | 7 800 ₣ -72.22 % | 12 922 ₣ 25.33 % | 46.89% |
| HAND RECOVERY MASSAGE PURPLE | 1 800 ₣ 0 % | 10 238 ₣ 8.33 % | 8.33% |
| LR06-AA*12 | 3 520 ₣ 26.16 % | 1 600 ₣ 29.03 % | 2.87% |

As for the commercial actions I've made this month, from these items. Only a few have progressed compared to the previous month, which was April.

For the highlighted, those were the ones that have progressed compared to April. Boxing wraps, although it was meant for the events (partnership), it was more of a preference for people who would likely start boxing during the summer time. MH100 black, cross marketing by the mountain department and having stocks was a big advantage. Hand recovery massage, putting it by the nose tills was really effective, as the users are waiting they can also use this item and they would most likely buy it afterwards. Lastly, the LR06-AA, cross marketed by mountain since this is the battery needed for their lamps.

Although, there was a decline of negative progression, it still has not reached a positive result. At least we know that it is somehow effective

For the next month, it's important to keep the highlighted ones available, since they are the ones who have progressed the most.

TOP 5 FAMILIES TO TAKE CARE OF

| Rank | Id | Family | 2126 - Masinag | Favorites stores |
|------|--------------|---------------------------------------|-------------------------|--------------------------|
| | | | Growth Turnover | Growth Turnover |
| | | | Physical sto... | Physical sto... |
| | TOTAL | Family | 713 451 ₱ ↓ -22.01 % | 6 077 814 ₱ ↓ -8.19 % |
| 1 | 267 | BOXING GLOVES | 95 082 ₱ ↓ -17.20 % | 917 383 ₱ ↑ 20.53 % |
| 2 | 11399 | BAG TEAM SPORT | 86 841 ₱ ↓ -3.78 % | 769 812 ₱ ↓ -8.47 % |
| 3 | 3180 | ADULT MOUNTAIN HIKING SUNGLASSES | 68 018 ₱ ↑ 7.73 % | 419 450 ₱ ↑ 1.17 % |
| 4 | 3087 | FITNESS CARDIO BAGS, ACCESS ALL LEVEL | 62 928 ₱ ↓ -17.72 % | 381 138 ₱ ↓ -20.89 % |
| 5 | 10995 | SPORT RECOVERY & RELAXATION | 60 845 ₱ ↓ -12.88 % | 803 912 ₱ ↑ 0.13 % |

Overall, these are the Top 5 families that I need to take care of. Majority of the items here are coming from commercial actions. It's important to be consistent with the commercial actions because those items are the ones really pulling the families up and another is to have stocks allocated as soon as you know it can be finished within the week. Even if there's none at CAR, at least you have already set yourself a given stock for the next delivery coming from CAC.

WINS

- Having stocks
- Progression in terms of commercial actions

LOSSES

- Needs more improvement on the layout
- Not having other available stocks when the best seller is not available