

WHEN ORDERING, REMEMBER...

KNOW YOUR CUSTOMER

What days of the week bring the most shoppers?

What are the demographics of your shoppers?

Provide opportunity for customer feedback

KNOW YOUR SEASON

What is the weather forecast?

Which products are in season?

Which holidays are coming up?

KNOW YOUR PRODUCT

How long will the product last on shelves?

What is the sell-through rate of the product?