



By Appointment to
Her Majesty The Queen
Tailors
Alexandre of England 1988 Ltd
Leeds

ALEXANDRE
• LONDON •

TEAM TALK

ISSUE: 38

DATE: 22/10/2012

Europe. – Notes from John Collins

Week 38

Another decent week all around well done to all of us.
We just scraped in on both MM and RM targets due to a lot of hard work on everyone's part. A special mention to KMCC with a total trade of \$15,000.

RM : A Great week we beat the week's target and last year.
A fantastic effort from KMCC with nearly \$13,000 in RM sales.

The area was helped by a few school home comings around the area with shirts and ties selling very well as well as the top coats 11 sold this week.

MM: Another fantastic week from Graf and that while Paul Black is on holiday ☺ well don Paul Kerslake and Geoff Heath who worked his last base before retiring at the end of the month.

Gary Bloom in Lakenheath despite no footfall grabbed them on Saturday to wallop target and last year.

Dave Tindell with the General's visit and a good report (more on that later) from him did not distract him from keeping it going with another great effort.

Week 38

RM Target 105% last year 103%

Top 3 to Target

1st KMCC 145% 2nd Stuttgart 117% 3rd Wiesbaden 114%

MM Target 108% Last year 122%

Top 3

1st Grafenwoehr 415% 2nd Lakenheath 135% 3rd Wiesbaden 126%

Combined Target 108% last year 108%

Top 3

1st KMCC 137% 2nd Wiesbaden 117% 3rd Stuttgart 112%

Keeping it going

Thanksgiving Day Sale

6 November – 3 December

This is fast approaching you should be starting to get everything ready for our biggest and most important sale of the year.

We have been told by AAFES that we can change the price through the local computer room as we have done in the past .

Please write all the prices you have on the shop floor with the correct UPC and take 20% off.

Please see below

UPC	Correct Price	Sale Price
605334#####	45	36

Then hand this to your computer room do it this week they may need time. They will also need the start and end date.

We have had Dallas approval on this and all exchanges should have received an e-mail from Dallas instructing the stores on how to do this.

A copy of the e-mail is below to show the none believers.

Escobar, Joseph G.

From: Escobar, Joseph G.
Sent: Saturday, October 20, 2012 8:49 AM
To: Griffin, Jobie J.; Seymour, Kathryn E.; Carstensen, Amber N.; Laude, Catherine; Escobar, Joseph G.
Subject: Emailing: ALEXANDRE%20OF%20LONDON%20SUIT%20SALE%20-%20(NOV%206-%20DEC%203)%20(posted%2019-OCT-12).pdf
Attachments: ALEXANDRE%20OF%20LONDON%20SUIT%20SALE%20-%20(NOV%206-%20DEC%203)%20(posted%2019-OCT-12).pdf

We will be participating.....fyi

SUBJECT: ALEXANDRE OF LONDON SUIT SALE – (NOV 6- DEC 3) (posted 19-OCT-

APPLICABILITY: MAIN STORES WITH ALEXANDRE OF LONDON SHOPS (TRUNK SHOW STORES NOT INCLUDED)

DIRECT QUESTIONS: SD STORE OPERATIONS HELP DESK



INFORMATION MESSAGE

Alexandre of London will hold their yearly 20% off Thanksgiving sale November 6th to Dec 3rd

- ✓ [Click Here](#) for participating stores

Participating stores must do a price change to implement this sale. [Click Here](#) for price change directions

- Helpful hints:
 - ✓ You must put ZERO Counts on your price change to prevent your store from being charged the markdown
 - ✓ Validate Alexandre of London sales reports to the item movement report
 - ✓ NEVER add UPC's in ASAP.
 - Contact your local AOL representative for the correct UPC and retail
 - HQ will add the UPC into RMS
- Your local Alexandre representative is responsible for signing all fixtures and items the sales floor.
- Remove signing after promotion dates

SD Store Communications
Store Operations, Sales Directorate

Are we doing a good job?

AAFES think so.

I know it does not always seem that way but at the top they do.

The top aafes military man recently visited Wiesbaden said so.

Please see e-mail from Dave in Wiesbaden.

Hello,

Just want to pass this on.

We had a visit from AAFES Deputy Director Brig. Gen. Casey Blake on Friday.

He came over to me and shook my hand and wanted to congratulate me, and everyone connected with Alexandre London Export Division for ALL their support in serving the military family in Europe and the USA.

Kind regards

Dave Tindell

New shop opening

Words we did not expect to see in Europe.

The new exchange in Spangdahlem will be opening up a few months early and they have asked us to be present.

As of the 2 November at 09.52 they will be opening their doors for business and we will be present.

This at the moment will be a once a month visit but according to everyone involved we could be doing a visit every week at least.

Why the 09.52 you say Spangdahlem is the home of the 52 air squadron.

New procedure

From Tracey

This instruction applies only to Manager's who are responsible for satellite stores or roadshows

As we are measured as a business by our sales reporting on a Saturday evening, in order to ensure the maximum weekly sales reporting to target – the way that we report our Satellite and Roadshow stores will change as per the following :-

As from the last visit to your Roadshow / Satellite store, as from today I would like all sales for all stores to be entered on a weekly basis from EDI and I would like all sales made from your last visit to today to be entered by Sunday night of this week please so that the sales are in this month's budget.

The way this will work is as follows:-

- Each week take your sales for the satellite store from EDI
 - Because EDI takes two days to appear – your sales on OASys will run a week behind EDI
 - Ie Week 37's sales will be input in week 38
- Enter the total amount of sales showing on EDI under the product code 00309ZZ. We understand that there will be refunds when you do the actual count but we cannot help this.
- I will create a weekly invoice for the sales amount – please do not get a DO for this amount – it is purely for registering sales
- **On your next visit you should refund the amount put through on the ZZ numbers and then sell the actual codes so that one will offset the other.**
- If your visit coincides with month end I will delete the invoices on OASys and recreate them for the actual nett month amount.
- I will then create an invoice for the total sales amount and cancel previous invoices so that only one DO is required.

This may seem like a lot of work but in reality it is neither complicated or time consuming and it means that we will be closer to target every week and we will be judged as a business on actual sales as opposed to sales from full time stores only.

The stores that this applies to are as follows and I would appreciate it if you could get all sales up to date and on OASys up to week 37 by close of business tomorrow.

Satellites
 Schweinfurt / Bamberg
 Vicenza / Aviano
 Bitburg
 Baumholder
 Schinnen

If you have any ideas you would like to share drop me a line.

More sales = More commission= More in the pocket

Good luck & Good Trading. **John Collins.**