



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

ALEXANDRE
• LONDON •

TEAM TALK

ISSUE 50

DATE: 11th JAN 2013

U.S.A. – Notes from Andy Schofield

As we move even closer to the end of our financial year, it's good to see that business has lifted over the last few weeks, to the point that we've been beating last years numbers.

We still have a ways to go and it's imperative that we don't ease off these last couple of weeks... we've still got 2% to pull back to beat last years numbers.

With the road-shows closing out over the next two weeks and the winter sale reductions that you should all now have received and implemented, I'm confident we'll beat last years numbers.

WK47

RM

AAFES 80% TAR 87% LY
MCX 78% TAR 112% LY

MM

AAFES 29% TAR 34% LY
MCX 67% TAR 87% LY

CUM

80% TAR 100% LY

WK48

RM

AAFES 86% TAR 86% LY
MCX 21% TAR 32% LY

MM

AAFES 63% TAR 104% LY
MCX 89% TAR 75% LY

CUM

71% TAR 103% LY

WK49

RM

AAFES 86% TAR 124% LY
MCX 115% TAR 86% LY

MM

AAFES 42% TAR 70% LY
MCX 236% TAR 168% LY

CUM

84% TAR 109% LY

As I've said, we are right on the edge of being in a positive position over Last Year by week 52. We must ensure we are... We can not fall below last years numbers!! Everyone is watching us closely right now – including AAFES... I can't stress it enough that **we must beat last years numbers!**

“Add on sales WILL & DO make a difference!”

“From repeat customers and deals on multiple buys, we can hit target!”

WELCOME! ...

We have a new employee that's joined the "Beltway Team!" David Jones is currently working part-time as he out-processes of the military. I've not got enough room to tell you all of David's history, but he's an ex British professional soccer player, he's a published writer and he own's a soccer school – amongst other things! David will be working for us primarily at the Andrews AFB location but you'll also see him around the other beltway shops as the year progresses.



David Jones – Andrews AFB

GETTING IT DONE!

As you all know, we have a number of road-shows that are winding down this month – Although, we've managed to convince all but one of the shops to let us leave the suits in through Easter!

This is great as it gives us a step up on this coming years targets.

Thank you to David Nicholls, David France and Dominic for setting up the shows this season.

Here's Dave Nicholls (not only eating tickets!) but getting the delivery of suits ready for the sales floor in Offutt AFB:



Yum – Yum!

ADDRESS CHECK

Can you all update your Henderson Hall mailing address please. The building that used to accept the packages for us at Henderson Hall has been demolished (As is the entire Navy Annex area to make room for Arlington Cemetery expansion) so it's imperative that when mailing anything to Henderson Hall you use:

**Alexandre London C/O MCX,
1555 Southgate Rd. Building 26,
Henderson Hall,
Arlington VA 22214**

MSG – GETTING IT DONE!

The MSG at Quantico has had one of its most successful years since the days when Roger and Yuko were doing them – So about 8 years! Shannon and Carolina with help from other staff around the beltway (helping physically and or with stock) have turned these events around to the point that the daily take is in excess of \$10,000.

The event takes a lot of planning and running around but the final result is what counts. Currently the branch is beating RM target with 101% and 107% over last years numbers. MM (which picks up some incremental sales from MSG) is also up over last year with 105% and 89% of target.



MSG Display At Quantico

WHO'S WHO??

Some of you are up on last year, on either RM, MM or both, which is fantastic to see – It shows growth and shows that your hard work this year is paying off. But, some of you are up over target too!

Remember, 101% pays you bonus... *Who's going to make bonus?* – It's hard to say until the end of week 52, but at the moment, there are a couple of you in the running for the bonus payment:

	<u>MM TAR</u>	<u>RM TAR</u>
FORT MEADE	118%	106%
NELLIS AFB	107%	101%

Keep it going Gregory & Trevor... You'll get that bonus with these kinds of numbers!

Trevor has cancelled his vacation next week to ensure he stays on track to beat target – now that's the sort of dedication I like to see!

VACATIONS

I've now received all of the vacation requests – Albeit later than I asked!! I will be working on this in the coming week and should have confirmation emails to you all, out next week also.
As you can imagine, it's a logistical challenge to try to give you all the dates you've requested and I appreciate your help this year, working with me.

YEAR END - INVENTORY

We are now on week 50 and our financial year-end is only two weeks away. You should by now have removed any AAFES / MCX merchandise from your displays and added "DO NOT INVENTORY" signs to your racks – on the floor and in the stockroom.

A few more points:

- Are your DO's up-to-date??
- Expenses done and on Oasis??
- Roadshows / Satellite Branches visited before Jan 28th??

INVENTO

The customer email collection seems to have dropped off, embarrassingly low in some branches and to a stop in others!

This is an extremely important part of marketing for us and it's imperative that you get as many email addresses as you can.

I find it hard to believe that some of you only had one email address added for the month of December.

It is part of your job to get and add customer email addresses to the site when and where you can.

It helps you and the company to ensure we get repeat business and will ultimately help you to make and break targets.

Just last week Quantico had a repeat customers come in and order over \$2000 worth of suits – all because they received an email telling them about the current promo's!

We'll be monitoring emails on a weekly basis this year and I hope that we see more than this from the USA (December's totals... busiest time of the year for customer footfall):

Branch	Total
3162 Lakenheath	9
3192 Heidelberg	1
3230 Stuttgart	19
3256 Grafenwhoer	25
3260 KMCC Ramstein	1
3268 Wiesbaden	18
3281 Chievres	4
3501 Andrews AFB	3
3503 Travis AFB	14
3505 Fort Myer	9
3508 Fort Lewis	6
3509 Fort Meade	11
3518 Langley AFB	1
3600 Quantico	6
3602 Henderson Hall	7
3507 Fort Bragg, NC	1
(blank)	29
Grand Total	164

WRAP UP

Thank you all again, for your efforts this year.

It's been a challenge (with one thing or another!) but we've all come through it and our challenges make us stronger.

I'm confident that 2013 / 2014 will be a stronger year for us as a business and personally.

You are a great team to manage and you all do me proud every week.

Keep up the good work – don't accept second best – be the best you can be!

Andy ...