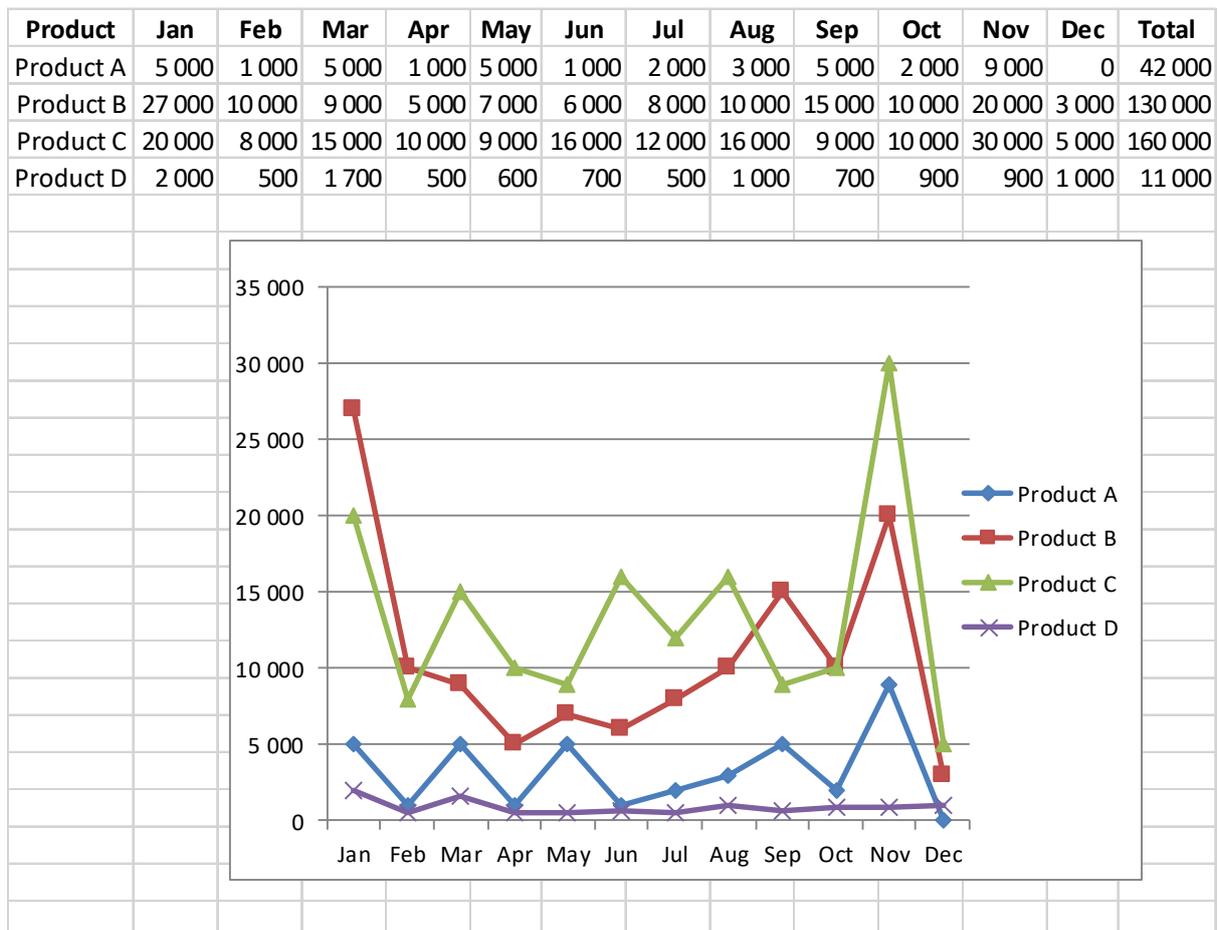


PRODUCTS BUYING PATTERNS

Only consider your most **profitable** products or product categories.

In another spreadsheet insert data for the past year for each product or product category by quantity by month, as follows ...

1. first column, each product or product category name
2. next, insert their total sales by quantity by month



This analysis will help you in many ways, such as ...

1. when you set your sales targets – make allowances for lean months
2. when you should be doing promotional campaigns for each product
3. your stock control levels

If there are any products not moving, ditch them because the marketplace is telling you they are not wanted.

PRODUCTS BUYING PATTERNS

This analysis needs to be done every 6 months, to keep your pulse on how your products are performing in the marketplace.