



M.A.T.E.S
Material for Advancement in
Training for Excellence in Sales

OUTDOOR AND SPORTS POLICY



OVERVIEW

The information contained in this policy is designed to provide you the knowledge required to successfully run the outdoor area. It is very important that this policy is always adhered to by all Toymate employees.

Correctly running the outdoor department is an important responsibility for a manager and the teammates. It is not only important for you to be able to understand this policy, but to also realise the consequences to the business if a well-presented outdoor area is not provided at all times.

IN THIS MANUAL

The following topics will be discussed:

- 1. The Outdoor Department**
- 2. Responsibilities of an Outdoor Teammate**
- 3. Customer Service in the Outdoor Area**
- 4. Bike Assembly and Other Toymate Services**
- 5. Outdoor Day**
- 6. Seasonal Stock**
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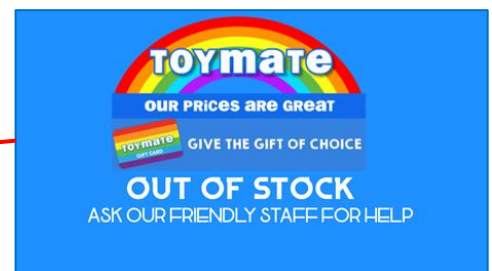
1. The Outdoor Department

The outdoor department mainly consists of big-ticket items, which are large, bulky products that are often high-priced as well. The outdoor section in the store contain the following product categories:

- Bikes
- Push Ride Ons and Rockers
- Helmets and Accessories
- Scooters and Skates
- Electric Ride Ons
- Trikes
- Kites
- Water Blasters
- Playhouses and Tents
- Sports
- Nerf
- Pools, Beach and Inflatables
- Sand Pits and Play Tables
- Swings and Slides
- Play Centres
- Garden and Sand
- Dart Blasters
- Trampolines
- Outdoor Furniture



Many outdoor items have a display for customers to see the product. **For very large items**, such as pools and swing sets, pictures are located on display boards that are often titled 'Outdoor Ticket Items'. These boards also include specifications for each product, such as the depth, width, features and benefits. These items do not automatically come assembled; some items may be partially assembled in the box. Customers can have these items assembled at a fee. Refer to topic four for more information. Examples of an outdoor display board are pictured below. Please note that blu tack is used to attach the prices on the board instead of sticky tape to prevent any damage to the board or banner.



The OUT OF STOCK sign is attached to the display board on the bottom right-hand corner of the image when the item is out of stock. This sign is in:
Stores – Documents\General\General Store Info\Outdoor

2. Responsibilities of an Outdoor Teammate

All teammates who work in the outdoor area require strong customer service skills, attention to detail and adherence to all procedures. It is very important that all procedures are correctly followed to ensure customers receive the best service. This includes ensuring every item is in stock and correctly priced. If procedures are not correctly followed, customer service is severely impacted. Some examples of the effect that the outdoor area can have on the store, if procedures are not followed, are:

- Customers are given the incorrect item from the storeroom.
- Customers are charged a different price or are confused about the pricing on the floor.
- Out-of-stock items cause delay and inconvenience.
- Products that are missing displays for the customer to see result in lost sales and customer inconvenience.
- The product layout is not clear and easy for the customer to locate items.
- A customer may need to take a display item if it is out of stock, which creates an extra assembly for us and inconvenience for the customer.
- Customers find sale items difficult to locate because catalogue and EDM lines are not correctly highlighted.
- The presentation of the outdoor area is poor; that is, dirty, dusty and untidy.

As you can see, maintaining disciplined and efficient outdoor floor practices makes good business sense.

As an outdoor teammate, your responsibilities are:

- Providing exceptional service including informing customers of all relevant Toymate services.
- Cleaning, dusting and tidying the outdoor area.
- Adhering to the correct merchandising and ticketing standards.
- Placing new display items on show.
- Ensuring there are no missing displays and replacing any old or worn-out displays.
- Correctly highlighting and pricing catalogue and EDM lines.
- Clearing oddments.
- Having knowledge of the storeroom layout.
- Ensuring pricing or ticketing is 100% accurate and price changes are actioned within the required time frame.
- Reporting any low levels of stock to the manager, so they can order more stock via the buyer.
- Completing Tile Time every hour of every day during the store's trading hours.
- Checking all displays are cable-tied to the shelf and master boxes are used for high-priced items with the stock kept in the storeroom.

Regardless of how busy it is or how many customers you need to serve, this only makes it more important that the correct systems are in place. If corners are cut, this will only make more work for the store and will result in customer dissatisfaction.

All outdoor teammates must ensure they have the following items in their bum bag:

- Retractable blade
- Pen
- Notebook
- Heavy-duty cable ties
- Sticky tape
- Blu tack
- Black texta
- Data strip clips



It is handy to have data strip clips in your bum bag when checking the ticketing in the outdoor department as the promotional and clearance aisle tickets need to be secure in the data strip.

3. Customer Service in the Outdoor Area

a) Product Knowledge

Many outdoor products are also high-priced items. Customers may feel the need to acquire extra information and reassurance to feel confident when making a purchase. Warranty, brand confidence, quality and safety are all important to the customer who is shopping for their children. Therefore, all teammates working in outdoor must have a thorough product knowledge to answer all their questions, especially when it comes to high-priced items. Staff can improve their product knowledge by referring to the 'Outdoor Merchandise Selling Information' guide, which is on the shared drive in:

Stores - Documents\General\General Store Info\Outdoor\Outdoor Merchandise Selling Information

b) Add-On Sales

Add-on sales are additional sales that may occur when accessories or products that enhance the original purchase are suggested to the customer. It is the duty of all outdoor teammates to ensure every customer has everything they need, particularly in the outdoor section when the customer is typically making a big purchase. Therefore, teammates must ask every customer whether they need any add-on items or services to make their first purchase fully operational. This will ensure the customer does not become frustrated because they must return to the store to purchase something they should have been told originally.

Remember, in many instances the customers will be parents or grandparents who are not familiar with what's hot or how the products work. For this reason, suggesting accessories and services is about satisfying the customer by providing a **COMPLETE** service – it is not about being a 'pushy salesperson.'

Some examples of add-on items and services for the outdoor section are as follows:

- Bikes: Helmet, bike pump, mesh basket, training wheels, horn and bell, handle streamers, knee and elbow guards, Bike Assembly and Bike Repair.
- Basketball stands and soccer goal sets: ball
- Pools: Inflatable toys, party pool hoops or dive rings, hand pump, inflatable pool ball, inflatable ride on and mattress, goggles, sunglasses, kickboard and back float and a water vest.
- Vuly Trampolines: ladder, basketball hoop and adaptor.



Lastly, advising the customer of any additional items or services for their original product is a great way for the store to increase sales and raise its average transaction value.

c) Display Inspection

When customers agree to purchase a display bike, ride on or scooter, the teammate should complete a quick inspection to ensure there are no faults or damage, the tyres are pumped, the bell and brakes work, and the wheels spin freely. Taking care of the customer by checking the display will decrease the chances of a return. For a complete bicycle inspection checklist, please refer to page 6 of the 'Toymate After Sale Service' document, which is on the shared drive in:

Stores - Documents\General\General Store Info\Outdoor\Toymate After Sale Service

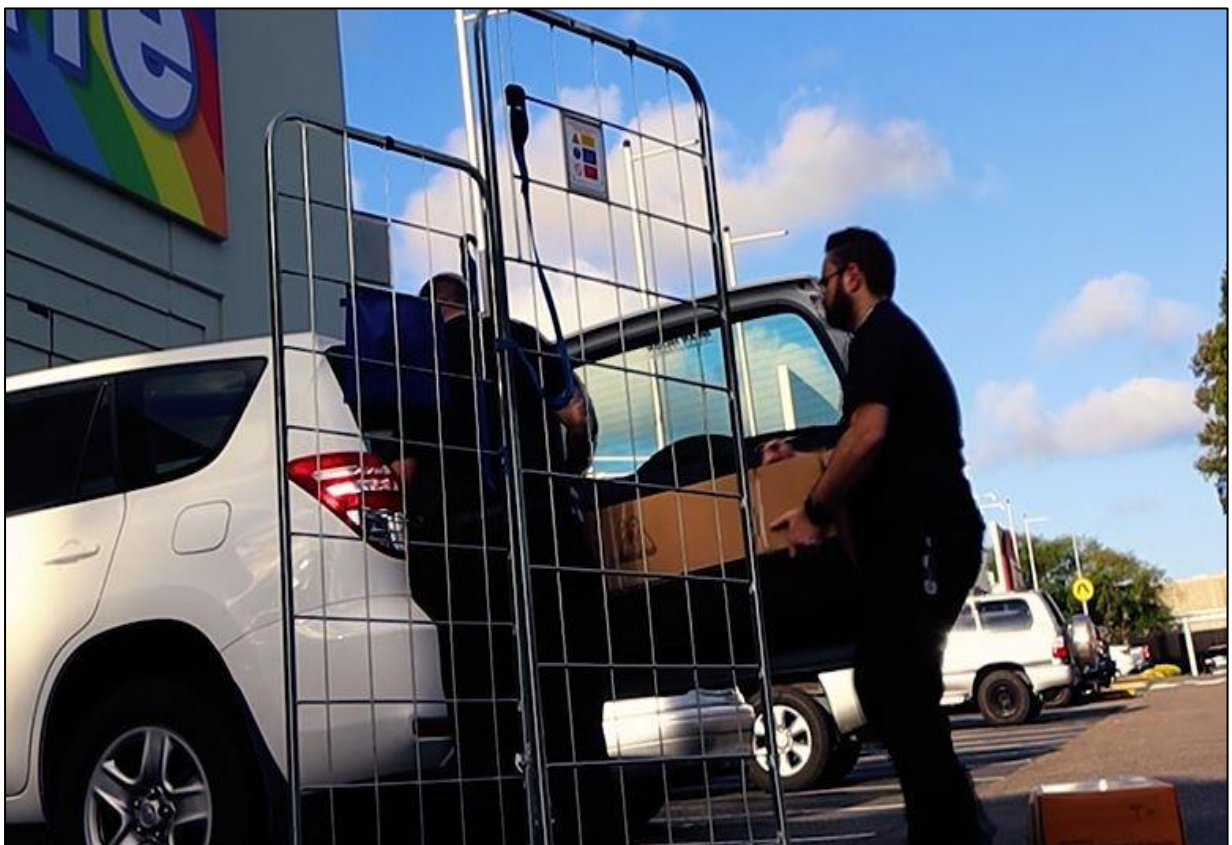
d) Taking Stock to the Customer's Car

It is especially important to go the extra mile when serving our customers in Outdoor because the items are often bulky and heavy. If possible, after assisting the customer, their purchased items should be taken to their car.

However, there are times when taking purchased stock to the customer's car is not an option. If this is the case, never just say 'no, we can't do that' to the customer and instead make them aware of other possible alternatives. For example, customers can take the trolley out of the store, or they can drive to the store's loading dock and a teammate can place the item in the customer's car.

Ultimately, common sense needs to be applied based on the customer's situation and who is available in the store.

Please note that general customer service information is found in the Customer Service Basics PowerPoint that is on the shared drive in: **Stores - Documents\Customer Service**



At Toymate, we aim to provide exceptional customer service to stand out from our competitors.

4. Bike Assembly and Other Toymate Services

Teammates who are working on the sales floor are representatives for Toymate. This means that customers will also require you to answer questions about services we offer, general trading information, store policies as well as directions.

It is particularly important for outdoor teammates to know the services we offer that are relevant to the outdoor section.

a) Bike Assembly



Customers have a choice of paying an assembly fee of \$16.50 to have their bikes assembled by a professional bike builder from an external company. The green bike assembly sign (pictured above on the right) must be displayed in the bike section to inform customers of this service. The ride on assembly fee is \$29.00 and the grey sign (pictured on the left) must be displayed in the ride on aisle.

The customer pays the assembly fee at the registers and the outdoor teammate organises a date for collection and takes the customer's details by completing the Bike Assembly form, which is on the shared drive in: **Stores – Documents\General\General Store Info\Outdoor**

The Bike Assembly form is attached to the purchased bike that is then placed in the bike-building area in the storeroom ready for the bike builder. In fact, teammates must ensure all items to be assembled and repairs are at the bike builder's station, ready for the bike expert upon arrival. The bike builder visits the store once a week to assemble the bikes and from October they visit the store twice a week due to the busy Christmas season. Finally, the teammate must contact the customer to confirm their bike is ready for collection.

Please note that if a customer purchases a bike that is already assembled, they must still pay the \$16.50 assembly fee. The reason for this is Toymate has paid the bike builder and we must be reimbursed when the customer pays the fee when purchasing the assembled bike.

Many customers prefer pre-assembled bikes, so it is important for teammates to check if they are available on the 3rd tier of the bike rack on the sales floor or in the appropriate storage area in the storeroom. If they are available, always offer a pre-assembled bike to the customer. This provides great customer service because the customer can take the assembled bike with them that day, which means they do not have to return to the store. It also means the bike-building area is less congested and this enables the storeroom to operate more efficiently.

An image of a three-tiered bike rack is shown below.



The 3rd tier is for popular bikes and catalogue lines that have been pre-assembled for the customers' convenience. These bikes are excess stock and their display is on the 1st and 2nd tier.

The 1st and 2nd tiers are for the bike displays, which cannot be sold unless there is no more stock in the storeroom and on the 3rd tier.

Bike builders do not only assemble bikes for the customer. They also build new bikes for the floor display, replenish the 3rd tier in the bike aisle and pre-assemble more popular bikes to be stored. They can also assemble other items for the customers and the store, such as playhouses, trampolines and sand pits, but the fee will vary depending on the product.

All outdoor teammates must always know when the bike expert will next be working in the store, so they can provide customers with information regarding what day their assembled bike will be ready for collection. These times will vary from store to store and greatly depend on the time of year. For example, in the out of season period, the bike builder may only be at medium stores fortnightly or even monthly. In season, this will change to twice a week.

Lastly, all invoices from the bike builder must be checked by a manager before signing to ensure there are no overcharges. All invoices must be entered into the Monday spreadsheet, scanned to Carmen and then filed away.

b) Customer Holds

Toymate has a 48-hour hold policy on most occasions. This policy excludes sale items and hot products that have limited stock as well as clearance items.

This service is offered to customers when they need to purchase the stock later or when they need to collect their paid items at another time. This service is also essential when the customer puts an item on hold at another location because their nearby store is out of stock.



Never tell a customer that we have an item until you physically have it in your hand when they want it

placed on hold. Once the teammate has the item, they must complete a customer Holds form that is found at the front desk or in the register area and on the shared drive in:

Stores – Documents\General\General Store Info\Outdoor

The forms are used to list the customer’s details and must be attached to the relevant item once completed. It is very important that all required details are listed on every form and that it is securely attached to the product. A duplicate receipt must also be attached to the item if it has already been purchased by the customer. The customer Holds form is pictured below.

A set area is designated in every store for customer holds. Expired holds are cleared daily.

HOLDS TOYMATE CHATSWOOD	HOLDS TOYMATE CHATSWOOD
Item name/description: _____	Item name/description: _____
Customer name: _____	Customer name: _____
Mobile #: _____	Mobile #: _____
Date of pick up: _____	Date of pick up: _____
Held by (Staff name): _____	Held by (Staff name): _____
PAID / UNPAID 	PAID / UNPAID 

Please ensure every section of the form is completed, particularly if the item is paid or unpaid.

c) Loading Dock Collection

Most stores have a loading dock where the customer can drive up to collect their purchases. This is a great alternative service when the customer’s purchases cannot be taken to their car. The teammate places the customer’s items in their vehicle.

5. Outdoor Day

Outdoor Day is an important and new company directive. The most experienced outdoor teammate is given the title Outdoor Expert. Their role is to ensure the section is running smoothly and all procedures are being followed. Once a week, they particularly pay attention to detail especially regarding the merchandising, ticketing and the overall presentation of the outdoor department. This will help maintain the area to the expected standard.



Outdoor Day must occur once a week from January to August on either a Tuesday or Friday, depending on the needs of the store. From September to December, Outdoor Day will occur two days per week; that is every Tuesday and Friday.

Outdoor Day is specifically designed for the superstores that need an entire day to maintain the outdoor area whereas medium stores only need four hours. An example of an Outdoor Day schedule has been provided on the next page. The schedule is for the entire day, which is not applicable to smaller stores.

OUTDOOR DAY

(Outdoor Maintenance)

January to August - Every Tuesday, 9:00 am to 5:30 pm

September to December – Every Tuesday and Friday, 9:00 am to 5:30 pm

9:00 am — 10:00 am: Display Items and the Floor

- Sweep and mop the floor.
- Vacuum the grass area or carpet.
- Make a list of the products that need to be assembled for the outdoor area. This includes any new stock that needs displays, the popular bikes for the 3rd tier of the bike rack and the storeroom, and any stock that is missing a display.
- Neatly place all stock that needs to be assembled at the bike builder's station.
- Eliminate any gaps from sold displays.
- Dust, clean and tidy the display stock. Use Windex and the Chux wipes to clean all areas of the display and remove noticeable finger or scuff marks.

10:00 am — 11:00 am: Ticket Maintenance

- Ensure each item matches the ticket, including bulk stacks.
- Reprint any missing or damaged tickets, including bulk stacks.
- Ensure the correct ticketing has been used for each item and there are no missing ticket holders or damaged data strips. For example, there should only be 3UP tickets on end bays and displays and A4 tickets on all bulk stacks.
- Print and leave the tickets for the bikes that need assembling at the bike builder's station.
- Check the outdoor ticket board to ensure all tickets are correct and the out of stock sign has been attached for all sold-out products.

11:00 am — 1:00 pm: Recovery

- Discard any rubbish from the floor and underneath the shelves.
- Condense, tidy and dust every shelf. All stock must be condensed as there should be no empty shelves with stock faced up.
- Clear all reshelv and return other items that have been left in Outdoor to their appropriate departments.

1:00 pm — 1:30 pm: Meal Break

1:30 pm — 3:30 pm: Filling

- Fill all empty areas with stock.
- Fill high performing end bays and ensure the popular items are on the rainbow side of the gondola.
- Replace poor performing end bays with different lines from the top 50 list.

3:30 pm — 5:30 pm: Storeroom and EOD Tidy

- Ensure all bikes in the storeroom are in order according to size and style, from 30 cm to 60 cm.
- Ensure all trampolines are in order according to size and ensure there are no missing multi boxes.
- Report any variances in boxes to the manager.
- Complete the EOD tidy.

6. Seasonal Stock

The focus on seasonal stock changes according to the time of year. For example, pools, beach and inflatables, sand pits, swings and slides, water blasters, kites and trampolines are all categories that mainly sell during Spring, Summer and Autumn, from September to May every year.

Seasonal stock must be highlighted at the front of the store and in the promotional area as the stock needs to be sold in a limited time. It is important that teammates push out the seasonal stock as much as possible by merchandising, condensing and filling every day. The merchandising and ticketing standards must be correct and all display items fully operational and clean. Most of the seasonal stock that has not been sold by the end of the peak period must be neatly packed away in the storeroom as shown in the picture below.

During Winter, some of the seasonal stock remains on the sales floor in aisles. The stock is mainly condensed to fit what is popular from June to August. Stores should be checking the Top 50 list every week to ensure all hot items in outdoor are on end bays, round tables and bulk stacks. Keep in mind that the weather also determines when Winter or Summer commences as Winter can start earlier and Spring later if it remains particularly wet and cold. This would need to be discussed with both the store manager and area manager.



7. Ticketing Standards

The following tickets are used in the outdoor and sports department:

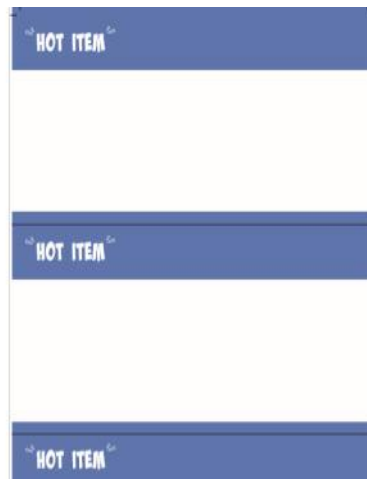
- Everyday Aisle Tickets (Aisles and Peg Hooks)

Use these tickets in the outdoor and sports section for **normal-priced items** that are merchandised in aisles and on peg hooks. These tickets are printed with a portable printer. Please note all items that are not on promotion or marked down have a normal price.



- Feature Item 3UP Tickets (End Bays and Displays)

Use these tickets in the outdoor and sports section for **non-promotional items** that are on end bays and round tables and for outdoor displays. The information is printed in the white rectangles of these pre-printed tickets by using the black and white or colour printer. There are three variations of headings for stores to select, which are Featured Item, Hot Item and Staff Picks. These tickets should only be placed in ticket holders.



- Feature Item A4 Tickets (Bulk Stacks)

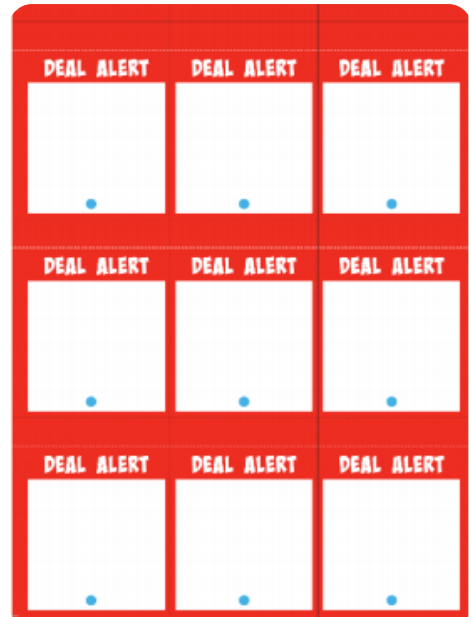
Use these tickets in the outdoor and sports section for **non-promotional items** that are merchandised in bulk stacks. The information is printed in the white rectangles of these pre-printed tickets by using the black and white or colour printer. There are three variations of headings for stores to select, which are Featured Item, Hot Item and Staff Picks. These tickets must be placed in ticket holders.



- Promotional Aisle Tickets (Aisles and Peg Hooks)

Use these tickets in the outdoor and sports section for **promotional items** that are merchandised in aisles and on peg hooks. The information is printed in the white squares of these pre-printed tickets by using the black and white printer. There are three different coloured dots in the white squares to indicate whether the promotion is new, existing or expired, so stores know which tickets should and should not be on display. The green dots are for new promotions, the blue dots are for existing promotions and the pink dots are for expired items. Please note they are only used for marketing promotions with an expiry date and not clearance items.

Bend and fold the top lip of the ticket and then place into the data strip, which is then secured with a data strip clip.



- Promotional 3UP Tickets (End Bays and Displays)

Use these tickets in the Summer and sports section for **promotional items** that are merchandised on end bays, round tables and pillars and use them in outdoor for the displays and on end bays. The information is printed in the white rectangles of these pre-printed tickets by using the colour printer. There are three different coloured dots in the white rectangles to indicate whether the promotion is new, existing or expired, so stores know which tickets should and should not be on display. Please note they are only used for marketing promotions with an expiry date and they must be placed in ticket holders.



- Promotional A4 Tickets (Bulk Stacks)

Use these tickets in the outdoor and sports section for **promotional items** that are merchandised in bulk stacks. The information is printed in the white rectangles of these pre-printed tickets by using the colour printer. There are three variations of headings for stores to select, which are Deal Alert, On Sale and Price Smash. Please note these tickets are only used for promotional items with an expiry date and they should only be placed in A4 ticket holders.



- Clearance Aisle Tickets (Aisles and Peg Hooks)

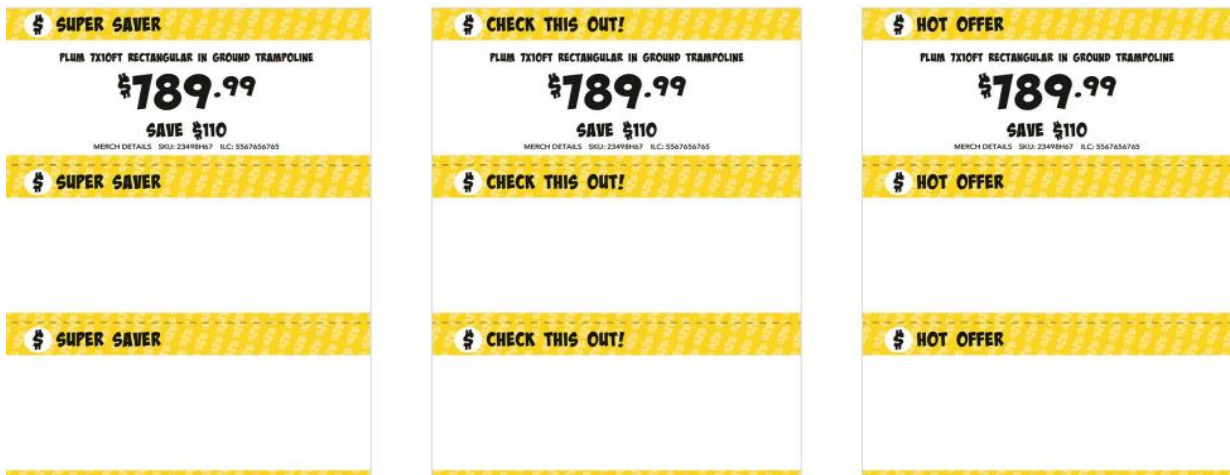
Use these tickets in the outdoor and sports section for **markdowns and clearance items** that are merchandised in aisles and on peg hooks. The information is printed in the white squares of these pre-printed tickets by using the black and white printer. These tickets have three variations of headings, which are Super Saver, Check This Out! and Hot Offer. Please note these tickets are only used for clearance items that have no expiry date.

Bend and fold the top lip of the ticket and then place into the data strip, which is then secured with a data strip clip.



- Clearance 3UP Tickets (End Bays and Displays)

Use these tickets in the Summer and sports section for **markdowns and clearance items** that are merchandised on end bays and round tables and use them in outdoor for the displays and on end bays. The information is printed in the white rectangles of these pre-printed tickets by using the black and white or colour printer. These tickets have three variations of headings for stores to select, which are Super Saver, Check This Out! and Hot Offer. Please note these tickets are only used for clearance items that have no expiry date and they should only be placed in ticket holders.



- Clearance A4 Tickets (Bulk Stacks)

Use these tickets in the outdoor and sports section for **markdowns and clearance items** that are merchandised in bulk stacks. The information is printed in the white rectangles of these pre-printed tickets by using the black and white or colour printer. There are three different headings for stores to select, which are Super Saver, Hot Offer and Check This Out! Please note these tickets are only used for clearance items that have no expiry date and they must be placed in the A4 ticket holders.



8. Merchandising Standards

Merchandising in the outdoor and sports section is about grouping all products in a logical order, so there is a correct categorisation flow. This helps the customer quickly find the item they need. Products are grouped together by type; for example, all bikes are together, all powered vehicles are together and so on. In each category, this stock is then sorted by brand, size, price and colour. When cutting in a new line, it is important to ensure that it goes into the correct section.

a) Outdoor Display Items

Most items in the outdoor section have displays to assist the customer with their purchase. There are displays for the following items:

- Bikes
- Scooters
- Trikes
- Ride ons (pictured on the right)
- Powered vehicles
- Basketball hoops
- Sand and water tables
- Plastic cubby houses
- Rockers
- See-saws and slides
- Outdoor furniture



All display items in aisles and on end bays must adhere to the following merchandising standards:

- Each display must be directly above the relevant boxed item **with the ticketing on the left-hand side**. Customers should easily know which display represents which boxed item.



- Displays are **either** placed on an angle (pictured left) or faced directly forward (pictured right). In an aisle, all displays should be positioned at the same angle.



- There should only be **one display per product** as displays are sometimes sold at a reduced price, which is a loss to the company. Most customers also prefer purchasing the boxed item instead of the display. As shown in the picture above on the left, only one display has been built per product.
- **All displays** must be cabled-tied to the shelf or the mesh fixture. A thin chain and lock can also be used for high-priced items, such as electric ride ons, to prevent theft. Cable-tying is also important for safety to prevent any display items from falling off the shelf and children from riding the scooters, trikes or ride ons around the store.



- Every top shelf must be at a reasonable height for customers to comfortably view the display items. This means lowering the shelf may sometimes be necessary as shown in the image below.



- Here are two examples of display items on end bays. The merchandising of all end bays should be changed every two weeks.



- ★ Please note **all displays** must have the appropriate **3UP Tickets** on the data strip in the middle if it is on an end bay and on the left-hand side if the display is in the aisle.

b) Outdoor, Sports and Seasonal Stock on End Bays

When merchandising outdoor, sports and seasonal stock on end bays, the following guidelines apply:

- Group stock by brand and type.
- Mainly use promotional items or lines from the Top 50 list.
- Place one product line per shelf.
- Place the same stock on the first two shelves if the top shelf is not within the customer's reach.
- Merchandise stock from smallest to largest, top to bottom.
- Zig-zag long items, which take up most but not all the shelf, so every second one is to the far right of the shelf to avoid unsightly gaps as pictured below on the left-hand side.
- If using peg fixtures, place the peg stock above the boxed items.
- Ensure the stock on the top shelf is stable to prevent any hazards.
- Place heavy stock, such as big-ticket items, on the lowest shelves for safety.
- Use the Promotional, Clearance or Feature Item **3UP Tickets** on all end bays.
- Only use Promotional, Clearance or Everyday **Aisle Tickets** for all **peg stock** on peg fixtures.
- Change the merchandising of the end bays every two weeks.



★ Please note that the tickets should not be taped to every item due to frequent price changes and customers will damage the box when removing the price label if their purchase is a gift.

c) Outdoor, Sports and Seasonal Stock in Aisles

When merchandising outdoor, sports and seasonal stock in aisles, the following guidelines apply:

- Use one brand per bay and keep similar brands next to each other in a logical order.
- Create groups within a brand when it consists of many different products; such as balls, inflatable toys and pool toys for Wahu.
- Place multiple facings of the same item across the shelf rather than down the shelves.
- Merchandise stock from smallest to largest, top to bottom or left to right if it is peg stock on hooks.
- Place the same stock on the first two shelves if the top shelf is not within the customer's reach.
- Consider the overall colours and merchandise stock from lightest to darkest, left to right.
- Keep the right amount of air space between shelves and peg hooks with not too much or too little space, so customers can easily access the stock.
- Place peg stock that is stable and **can sit upright** on a shelf to fit more items on show.
- Ensure the stock on the top shelf is stable to prevent any hazards.
- Place heavy stock, such as big-ticket items, on the lowest shelves for safety.
- Use the Promotional, Clearance or Everyday **Aisle Tickets** in all aisles on the data strip.



d) Outdoor, Sports and Seasonal Stock in Bulk Stacks

When merchandising outdoor, sports and seasonal stock in bulk stacks, the following guidelines apply:

- Ensure all items in a bulk stack or side stack are easily accessible for customers.
- Check all bulk stacks and side stacks are stable to prevent any hazards.
- Create bulk stacks that are approximately 1.6 metres in height; that is, not too high or too low.
- Ensure the side stacks are on the same side in an aisle, so customers can easily shop without bumping into boxes of stock.
- Have no more than two side stacks to prevent cluttering the aisle.
- Only use the Feature Item, Promotional or Clearance **A4 Tickets** in an **A4 ticket holder** on bulk stacks.
- All display items on bulk stacks should have their **3UP tickets** in a **3UP ticket holder**.
- Do not place the tickets all over the boxes as it will ruin the product. A **maximum** of four tickets should be used. If it is a bulk stack, two tickets can be placed on the front and two on the back. If it is a side stack in an aisle, two tickets can be placed on the front and two on the side that is facing the main pathway.
- Create toppers to place on top of the bulk stacks as illustrated on the next page.



★ Follow these instructions to create your own topper to place on all bulk stacks.

STEP 1: Take a sheet of complementary 777s and then tear along the perforated lines to end up with three tickets. DO NOT FOLD the tickets, keep them flat.



STEP 2: Neatly staple two tickets together on **one side** ensuring the edges are lined up.



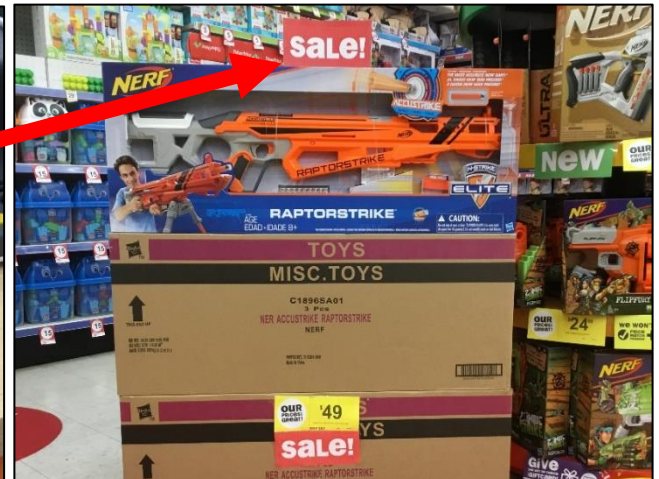
STEP 3: Align the third ticket to the other two tickets that are already stapled together. You should be forming a triangle.



STEP 4: Ensure all the edges are lined up before stapling both ends of the third ticket to the ends of the other tickets.



Once the topper is finished, as shown on the left, simply place it on top of a bulk stack.



9. Overall Presentation

The outdoor and sports department must be clean, tidy, full and correctly labelled to maximise sales. Customers feel more comfortable shopping when the overall presentation of the department is at a high standard, especially when purchasing the big ticket, high-priced items. This means the floor must be clean, the displays and shelves dust-free, and the stock tidy, correctly labelled and well presented.

a) General Housekeeping

Adhere to the following guidelines to ensure the outdoor section is looking clean, tidy and fresh. Please note most of these tasks should be completed on Outdoor Day:

- Sweep and mop the floor and vacuum the synthetic grass or carpeted areas every time it is Outdoor Day, which is once a week from January to August and twice per week from September to December.
- Use a scraper to remove any gum from the floor.
- Dust all shelves while completing the EOD tidy, including the overshelves and top shelves. A thorough dusting throughout the section should also be completed every week on Outdoor Day.
- Ensure the bikes and the metal rack is wiped clean.
- Ensure all bikes on the bike rack are ready to ride.
- Keep all displays clean, tidy and in good condition. If displays are left to deteriorate, then customers will not feel confident purchasing the boxed item.
- Ensure all displays are in complete working order. For example, charge one to two powered ride ons weekly for a fully operational display for customers to view.
- Replace any damaged and worn-out displays and mark them down to clear, but this needs to be discussed with the store manager beforehand.
- Clear the resshelf throughout the day to avoid any missed sales and to prevent a build-up of stock.
- Immediately pick up any rubbish and stock that has been left on the floor.
- Ensure any excess stock is correctly and neatly returned to the storeroom.
- When filling, leave the storeroom tidy when taking stock.



b) EOD Tidy

Complete a thorough EOD tidy daily approximately one hour before closing time, depending on the size of the store. Pay attention to small details to ensure the store is looking clean and sharp. Remember to include all top shelves and overselves in your EOD tidy. When tidying:

- Pick up any rubbish and stock off the floor.
- Pull stock forward and spot-fill if necessary.
- Pull all peg stock forward and ensure it is on the hook and not laying on the shelf below.
- Check the top shelves and bulk stacks are stable.
- Repair any damaged packaging.
- Mark down or write off any damaged stock but check with the manager beforehand.
- Check beneath the bottom shelves for stock and rubbish.
- Clear all reshef.
- Ensure all stock is in the correct aisle and return the items that have been left in Outdoor to the correct departments.

c) Ticketing

Adhere to the following guidelines to ensure the ticketing is up to company standard. This is very important as incorrect and missing tickets lead to customer frustration and loss sales:

- Check the correct ticket has been used for every item. (Refer to the different types of tickets in the Ticketing Standards topic on page 12.)
- Ensure every display item, bulk stack, peg hook and facing has a ticket.
- Check every display item on a bulk stack has a 3UP ticket in the 3UP ticket holder.
- Check all A4 tickets on bulk stacks are in A4 holders.
- Ensure all tickets are positioned on the left-hand side on the data strip for every facing and in the middle for end bays.
- Ensure all expired promotions have been removed and the correct price is displayed.
- Do not tape tickets directly on the stock.
- Remove the A4 tickets and ticket holders when returning stock in bulk stacks to their home location.
- Replace any old, damaged and worn-out tickets.
- Replace any damaged data strips and put back the shelf labels.
- Carry a scanner to rectify any missing or incorrect tickets when merchandising, filling and tidying:
 - Move the tickets when merchandising to avoid printing the labels again.
 - After filling a shelf, ensure the ticketing is correct.
 - Check every ticket matches the stock when completing the EOD tidy.

d) Signage

Ensure the following signage is in the outdoor department. All signage must be **printed in colour, laminated** and then placed in the correct location. If any signage is old and damaged in the department, reprint the signs from the shared drive: **Stores - Documents\General\General Store Info\Outdoor**

- **Bike Assembly Fee:** This green poster is on page 7 of this policy. It must be placed in the bike section.
- **Bike and Ride On Assembly Fee:** This grey poster is also on page 7. It should be displayed in the ride on aisle.
- **Bike Safety:** This sign is on the next page and it must be placed in the bike section to encourage customers to ask staff for assistance before trying a bike.
- **Think Safety:** This sign is also on the next page and it must be placed in every outdoor aisle to ensure parents know we are not responsible if their child is left unattended.

BIKE SAFETY!



**WE CARE ABOUT
YOUR CHILD'S SAFETY**

**ALWAYS ASK STAFF FOR
ASSISTANCE BEFORE
TRYING A BIKE**

THINK SAFETY!



**WE CARE ABOUT
YOUR CHILD'S SAFETY**

**HOWEVER, TOYMATE CANNOT
BE RESPONSIBLE FOR CHILDREN
WHO ARE LEFT UNATTENDED**

e) Filling

Adhere to the following guidelines to maintain a full outdoor department:

- Regularly spot-fill to ensure every shelf is full.
- Email Karling Morriss any low stock levels to avoid being sold out: karling@toymate.com.au
- Condense and fill to fit stock out. If the stock is not on the shelf, we can't sell it!
- Do not spread stock to make a shelf appear full. Fill from the storeroom and if there is no more stock, find another product to fill the empty shelf. We do not sell air!
- Ensure all end bays are full.
- Push out bulk stock from the storeroom by filling all top shelves and overshelves.
- Fill from the storeroom as much as possible as the storeroom should contain minimal stock.

10. Loss Prevention

The outdoor department has many high-priced items and displays that tempt any would-be thief. Shoplifters have been known to find a large boxed item in Outdoor, empty the contents and hide other stock inside, which is why it is important for cashiers to check the outdoor item for any signs of tampering when processing a sale. All outdoor teammates must be alert and apply the 3-metre rule as soon as a customer enters the department. Approaching, greeting and serving customers is the best way to prevent theft. Besides the 3-metre rule, here are other Loss Prevention measures to help reduce loss in the outdoor department:

a) Cable-Tying Displays

Cable-tying **all displays** has already been mentioned on page 16 of this policy. However, it is important to emphasise that teammates should also be cable-tying floor displays **every time** it is possible to do so. The following image shows a floor display being cable-tied to a fixture.



The ride on has been secured to the fixture.

All scooters, especially the Micro scooters, have shown to be a high shrink line throughout the business. As a result, **the cable ties must be heavy duty**. As shown below, please ensure the Micro scooters have been cable-tied to the stand, which is supplied by Micro.



b) Master-Boxing

Master-boxing involves removing the contents from the box of a high-priced and high-shrink item and then leaving the stock in a secure location in the storeroom while the empty box is displayed on the shelf.

At Toymate, when the item is taken out of the box to be a display, the empty box becomes the master box while the rest of the stock is in a secure location in the storeroom. As a result, since there is only **ONE display per product**, there must be only **ONE master or dummy box per item** on show too. The image on the next page illustrates this.

The customer must take the master box, which belongs to the display, to the registers to purchase and only **AFTER** they have paid for the item, the outdoor teammate will provide a brand-new box from the storeroom. The master box is then returned to the shelf.

Master-boxing certain items or categories may change depending on the price and the results from Tile Time, stocktake and the cycle counts. Currently, this measure is only being used for the high-priced and popular Micro and Razor scooters. Please note all outdoor teammates must know which categories, brands or items are being master-boxed, so it is not mistaken for pilferage when completing Tile time.



c) Cycle Counts

Cycle counts involves counting a small amount of stock on a specific day without having to do an entire stocktake. In other words, a cycle count is a type of sampling technique that allows the business to see how accurately the inventory records match up with what is actually on the shelves. In Outdoor, cycle counts usually occur every quarter for bikes, trikes, scooters, powered ride ons, swings and trampolines.

Adhere to the following instructions to complete a cycle count in the outdoor department:

- Charge all the handheld scanners the night before the cycle count.
- Follow the steps to complete a cycle count on the scanner:
 - Access the menu by entering: tm.toymate.com.au/TM/Main/Menu.aspx
 - Select the Stocktake mode
 - Select the Count mode
 - In the Stocktake drop-down menu, select Cycle Count and your store name
 - Select Bay 1
 - The barcode will appear, so start scanning and entering the quantity
- Count each bay from left to right, top to bottom. Ensure no stock is missed by counting the overselves and every other area where the stock is kept.
- Use post-it notes or sticky dots to identify what has been counted. Do not add sticky dots to products as they may be difficult to remove.

It is very important to complete every cycle count with 100% accuracy.

11. Returned and Damaged Stock

There is a manual named **Toymate After Sale Service** to assist staff members with returned and damaged big-ticket items. There is also a Toymate Outdoor Basic Cheat Sheet that contains helpful tips on how to handle stock with care, warranties, repairs and faulty items. These two documents are on the shared drive in: **Stores - Documents\General\General Store Info\Outdoor**

The manual specifically covers the following information for each manufacturer:

- Contact details
- Missing parts
- Damaged cartons
- Customer returns
- Replacement parts
- Warranty conditions
- Assembly, repair and inspection services (for bikes)

Outdoor teammates must carefully read the manual and follow the directions the manufacturer has agreed upon with the buyers. For example, Action trampolines are not returned or exchanged when there is a missing part. Instead, Action will send the part to the customer, which in most cases parts will arrive within a week.

If there are any issues, contact the buyer who is responsible for the outdoor department, which is Karling Morriss: karling@toymate.com.au

12. Last Ones

Last ones are items that only have the display left in stock. The buyer should be emailed every time stock is running low and when there is only the display left, the teammate must check the Stock On Order (SOO) by following the instructions below:

- Enter **tm.toymate.com.au/TM/Main/Menu.aspx** into the scanner
- Select the Item Detail mode
- Enter the item number
- All details pertaining to the item will appear including the SOO

If there is no stock on order, the buyer must be emailed again to ensure more stock has been ordered and it is on its way to the store. If the buyer replies that the last item is a deleted line, then the price must be discussed with the store manager for a quick sale. If the deleted item is damaged but still sellable, then usually it is marked down by 10% and then a further 10% every week until it is sold.


When stock is on its way, the customer has a choice to either wait for the brand-new stock or to purchase the display item. The customer may ask for a discount if the display appears scratched or used, which a 10% discount may then be applied. **Please note that every discount given to a customer must be approved by the store manager before it is put through the register** and the assembly fee must be applied on top of any discount. This should be made clear to the customer, so there is no confusion at the registers.

If the last item is unsafe, immediately remove it from show and have the manufacturer or the bike builder, if it is a bike, repair the damaged item if it is possible. For example, can a new part be ordered in? Can we receive credit for the item? In what ways can we prevent a cost to the business?

If the last item cannot be repaired or the repair costs more than the item, write off the item by completing the Stock Adjustment Template, which is on the shared drive below. Please note that Peter Condello or Loss Prevention must approve the write-off BEFORE the damaged stock is destroyed and discarded.

13. Outdoor Checklist

The checklist must be completed daily to ensure the department is up to company standard. It is on the shared drive in the outdoor folder: **Stores - Documents\General\General Store Info\Outdoor**

OUTDOOR CHECKLIST							
	Week Beginning:						
	MON	TUE	WED	THU	FRI	SAT	SUN
Collect a scanner and replenish your bum bag if needed							
Clean, tidy and ensure all displays are cable-tied to the shelf, fixture or stand							
Charge 1–2 powered ride ons to have a functioning display							
Place all bikes that need assembly or repair in the bike builder's station							
Inform the bike builder how many items need assembly before their arrival							
Clear resshelf throughout the day							
Pump up balls if required							
Check all end bays are full							
Spot-fill to ensure every shelf is full							
Check the ticketing while filling from the storeroom							
Size and fill the helmets							
Check all displays have 3UP tickets							
Check a 3UP ticket in the ticket holder has been attached to each floor display							
Check the ticketing while completing the EOD tidy at 4:30 pm							
Complete Outdoor Day							
See the manager 15 minutes before the end of shift to have each task checked							
Manager Sign-Off							

INITIALING EACH ITEM INDICATES COMPLETION