ΤМ

## GREG**NORMAN**™

Greg Norman Collection S. Mike Elliott President, Golf Division Understanding Your Business

- Plan > Begin w the "ends" in mind
- Plan > Price points to be serviced; net out the door prices
- Plan > Target net margins
- Plan > Brands to be sold
- Plan > Sales / profits by category
- Plan > Pricing / profit strategy by brand

## GREG NORMAN COLLECTION

PRICING / PROMOTION / MARGIN STRATEGY

**RESORTS - BEST PRIVATES** 

RESORTS - BES	DIPRIVATES												
							Member		Member				
							Sale/Promo		Sale/Promo		End of		
							Buy Any	Sale/	Buy Any	Sale/	Year	Sale/	
			Reg	Disc	Sugg	Initial	2 Units	Promo	3 Units	Promo	Blowout	Promo	
Style #		Colors	W'sale	Cost	Retail	MU %	Promo	MU%	Promo	MU%	SALE	MU%	
All w club logo	S						20% Off		Add'l 10%				
Pro Series Perf	formance - 30/35% Pro	ogram Discounts											
К440	Pique Solids	Various	\$26.15	\$18.28	\$55.00	67%	\$ 44.00	58%	\$ 39.60	54%	\$27.50	34%	
K456	Pique Stripes	Various	\$28.60	\$21.12	\$59.00	64%	\$ 47.20	55%	\$ 42.48	50%	\$29.50	28%	
K475	Jersey Solids	Various	\$31.60	\$23.22	\$65.00	64%	\$ 52.00	55%	\$ 46.80	50%	\$32.50	29%	
К476	Jersey Stripes	Various	\$33.60	\$24.62	\$69.00	64%	\$ 55.20	55%	\$ 49.68	50%	\$34.50	29%	
К046/К060	L/S 1/4 Zips	Various	\$38.15	\$28.12	\$79.00	64%	\$ 63.20	56%	\$ 56.88	51%	\$39.50	29%	
						65%		56%		51%		30%	50%
													Avg Net
Technical Perf	ormance - 20% Discou	ints											
ML75	Stripes	Various	\$38.60	\$31.61	\$79.00	60%	\$ 63.20	50%	\$ 56.88	44%	\$39.50	20%	
ML75	Prints/Jacqs	Various	\$38.60	\$31.61	\$79.00	60%	\$ 63.20	50%	\$ 56.88	44%	\$39.50	20%	
						60%		50%		44%		20%	44%
													Avg Net
Fashion Collec	tions - 15% Discounts												
Polos	Solids/Stripes	Various	\$38.60	\$33.36	\$79.00	58%	\$ 63.20	47%	\$ 56.88	41%	\$39.50	16%	
Polos	Stripes/Fancy	Various	\$41.60	\$35.91	\$85.00	58%	\$ 68.00	47%	\$ 61.20	41%	\$42.50	16%	
						58%		47%		41%		16%	40%
													Avg Net
Pro Series Perf	formance Classic and T	۲ech Shorts - 25% D	Discounts										
H902	Classic Short	Various	\$29.95	\$22.47	\$59.00	62%	\$ 47.20	52%	\$ 42.48	47%	\$29.50	24%	
H901	Heather Short	Various	\$34.95	\$26.22	\$69.00	62%	\$ 55.20	53%	\$ 49.68	47%	\$34.50	24%	
						62%		52%		47%		24%	46%
													Avg Net

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GREG NORMA	N COLLECTION												
PRICING / PRO	MOTION / MARGIN S	TRATEGY											
PRIVATES - BE	TTER PUBLICS												
							Member		Member				
							Sale/Promo		Sale/Promo		End of		
							Buy Any	Sale/	Buy Any	Sale/	Year	Sale/	
			Reg	Disc	Sugg	Initial	2 Units	Promo	3 Units	Promo	Blowout	Promo	
Style #		Colors	W'sale	Cost	Retail	MU %	Promo	MU%	Promo	MU%	SALE	MU%	
All w club logo	s						20% Off		Add'l 10%				
Pro Series Perf	formance - 30/35% Pro	ogram Discounts											
K440	Pique Solids	Various	\$26.15	\$18.28	\$49.00	63%	\$ 39.20	53%	\$ 35.28	48%	\$27.50	34%	
K456	Pique Stripes	Various	\$28.60	\$21.12	\$55.00	62%	\$ 44.00	52%	\$ 39.60	47%	\$29.50	28%	
K475	Jersey Solids	Various	\$31.60	\$23.22	\$59.00	61%	\$ 47.20	51%	\$ 42.48	45%	\$32.50	29%	
K476	Jersey Stripes	Various	\$33.60	\$24.62	\$65.00	62%	\$ 52.00	53%	\$ 46.80	47%	\$34.50	29%	
K046/K060	L/S 1/4 Zips	Various	\$38.15	\$28.12	\$75.00	63%	\$ 60.00	53%	\$ 54.00	48%	\$39.50	29%	
						62%		52%		47%		30%	48%
													Avg Net
Technical Perfo	ormance - 20% Discou	ints											
ML75	Stripes	Various	\$38.60	\$31.61	\$75.00	58%	\$ 60.00	47%	\$ 54.00	41%	\$39.50	20%	
ML75	Prints/Jacqs	Various	\$38.60	\$31.61	\$75.00	58%	\$ 60.00	47%	\$ 54.00	41%	\$39.50	20%	
						58%		47%		41%		20%	42%
													Avg Net
Fashion Collect	tions - 15% Discounts												
Polos	Solids/Stripes	Various	\$38.60	\$33.36	\$75.00	56%	\$ 60.00	44%	\$ 54.00	38%	\$39.50	16%	
Polos	Stripes/Fancy	Various	\$41.60	\$35.91	\$79.00	55%	\$ 63.20	43%	\$ 56.88	37%	\$42.50	16%	
						55%		44%		38%		16%	38%
													Avg Net
Pro Series Perf	formance Classic and T	Tech Shorts - 25%	Discounts										
H902	Classic Short	Various	\$29.95	\$22.47	\$59.00	62%	\$ 47.20	52%	\$ 42.48	47%	\$29.50	24%	
H901	Heather Short	Various	\$34.95	\$26.22	\$69.00	62%	\$ 55.20	53%	\$ 49.68	47%	\$34.50	24%	
						62%		52%		47%		24%	46%
													Avg Net

GREG NORMAI	N COLLECTION												
PRICING / PRO	MOTION / MARGIN S	TRATEGY											
PUBLICS - MUN	NIS												
							Member		Member				
							Sale/Promo		Sale/Promo		End of		
							Buy Any	Sale/	Buy Any	Sale/	Year	Sale/	
			Reg	Disc	Sugg	Initial	2 Units	Promo	3 Units	Promo	Blowout	Promo	
Style #		Colors	W'sale	Cost	Retail	MU %	Promo	MU%	Promo	MU%	SALE	MU%	
All w club logo	s						20% Off		Add'l 10%				
Pro Series Perf	ormance - 30/35% Pr	ogram Discounts											
К440	Pique Solids	Various	\$26.15	\$18.28	\$39.00	53%	\$ 31.20	41%	\$ 28.08	35%	\$27.50	34%	
K456	Pique Stripes	Various	\$28.60	\$21.12	\$45.00	53%	\$ 36.00	41%	\$ 32.40	35%	\$29.50	28%	
K475	Jersey Solids	Various	\$31.60	\$23.22	\$49.00	53%	\$ 39.20	41%	\$ 35.28	34%	\$32.50	29%	
K476	Jersey Stripes	Various	\$33.60	\$24.62	\$55.00	55%	\$ 44.00	44%	\$ 39.60	38%	\$34.50	29%	
K046/K060	L/S 1/4 Zips	Various	\$38.15	\$28.12	\$65.00	57%	\$ 52.00	46%	\$ 46.80	40%	\$39.50	29%	
						54%		43%		36%		30%	41%
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Technical Perfo	ormance - 20% Discou	ints											
ML75	Stripes	Various	\$38.60	\$31.61	\$65.00	51%	\$ 52.00	39%	\$ 46.80	32%	\$39.50	20%	
ML75	Prints/Jacqs	Various	\$38.60	\$31.61	\$65.00	51%	\$ 52.00	39%	\$ 46.80	32%	\$39.50	20%	
						51%		39%		32%		20%	36%
													Avg Net
Fashion Collect	tions - 15% Discounts												
Polos	Solids/Stripes	Various	\$38.60	\$33.36	\$65.00	49%	\$ 52.00	36%	\$ 46.80	29%	\$39.50	16%	
Polos	Stripes/Fancy	Various	\$41.60	\$35.91	\$69.00	48%	\$ 55.20	35%	\$ 49.68	28%	\$42.50	16%	
						48%		35%		28%		16%	32%
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Pro Series Perf	ormance Classic and	Tech Shorts - 25%	Discounts										
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H901	Heather Short	Various	\$34.95	\$26.22	\$59.00	56%	\$ 47.20	44%	\$ 42.48	38%	\$34.50	24%	
						55%		44%		37%		24%	40%
													Avg Not

Avg Net