

Retail Operations Reset

A practical review of staffing, inventory, store performance and manager accountability

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Sales, Customer Success
and Business Operations

Owner-operated business case study. Current improvement work remains in progress.

Business context

The portfolio includes home and gift, holiday decor and specialty food concepts

The goal

Create a more consistent, manager-led operation while improving how staffing, inventory and sales decisions use actual performance data.

Review scope

- Sales and labor coverage
- Inventory, pricing and markdowns
- Merchandising and customer experience
- Policies, checklists and manager ownership

What I reviewed

Shopify and point-of-sale data provided the basis for operating decisions

WHEN	Sales by day and hour	Staffing coverage and store hours
WHAT	Sales by product and price point	Assortment, promotions and markdowns
WHERE	Performance by location	Merchandising and local priorities
WHO	Manager and employee execution	Coaching, checklists and accountability

Changes put into place

The findings led to clearer routines for employees and managers

- Rebuilt hiring practices, onboarding and employee policies
- Created daily and weekly operating checklists
- Clarified manager accountability and performance expectations
- Developed incentive programs tied to store priorities
- Applied sales analysis to labor, hours, promotions and buying

Working principle

Managers needed processes they could use every day without adding unnecessary administrative work.

Track record and current status

Earlier growth provides context while the current operating reset continues

40%

Approximate sales growth during the earlier ownership period

3

Consecutive record holiday months

4

Core operating areas under active review

Current work continues across staffing, inventory, customer experience and manager accountability. Results will be updated as comparable operating periods become available.