



RETAIL AND WHOLESALE

HIGH STREET SALES TRACKER

▶ WHAT IS THE BDO HIGH STREET SALES TRACKER?

As a retailer in the current turbulent economic climate, it has never been more important for you to know how you are performing and benchmark your results; against both competitors and the industry standard.

At BDO we have developed the High Street Sales Tracker, the leading sales index for mid-corporate retailers which benchmarks like for like sales performance within the sector, a vital tool for any company, and one which has proved invaluable in many other industries.

The High Street Sales Tracker is a confidential, weekly exchange of like for like sales results between retailers, providing busy retail management teams with accurate performance information in a timely manner.

▶ BENEFITS OF JOINING

We believe that the High Street Sales Tracker is a valuable and timely business tool for retailers. It enables members to receive the latest industry sales data on a weekly basis.

The index provides you with a number of advantages, including the ability to:

- track movements in your sales against the industry average
- analyse and benchmark your sales against your peers on a weekly and monthly average basis
- identify strong and weak trading points within a period
- react quickly to movements that are inconsistent with the sector
- make better informed investment decisions
- form a group of close contacts to discuss topical issues as they arise.

▶ WHAT DO THE MEMBERS SAY?

"The High Street Sales Tracker analysis is an extremely useful source of data in that it enables us to understand our own sales performance in relation to a group of similar retailers. It allows us to see our results in the context of consumer spending generally. The advantages this provides include:

- It reduces the risk of being complacent. For example a positive result of +5 per cent is not so impressive if the peer group is achieving +7 per cent.
- It reduces the sense of despondency if a poor result is shared by the peer group.
- It allows the relative performance of each season to be more objectively evaluated.
- It provides a benchmark from which targets can be set.

It is always useful for us to know how we perform against the sector as a whole which is why we find the BDO High Street Sales Tracker such a powerful tool."

NICK SAMUEL, FORMER CHIEF EXECUTIVE, HOBBS LIMITED

"The BDO High Street Sales Tracker is an invaluable way for mid-sized retailers to compare their performance with their competitors, without compromising confidentiality. It also helps aid better understanding of the health of the wider retail economy, and Retail Week is pleased to support the continued growth of the index."

TIM DANAHER, EDITOR OF RETAIL WEEK

"It's really easy to contribute our sales data to The BDO High Street Sales Tracker. The prompt turnaround of the weekly results gives me a great idea of my company's trading position against other retail competitors."

PAUL HARRIS, FINANCE DIRECTOR, LIBERTY PLC

▶ WEEKLY HIGH STREET SALES TRACKER REPORT

These reports are received by participants every Tuesday



▶ PROCESS

Each Monday, members email their Sales Tracker percentage for the previous week to highstreetsalestracker@bdo.co.uk

The number will reflect the percentage increase in turnover, from current outlets that were open in the comparative week in the previous year.

BDO collates respondents' results and lists them in descending order of value for maximum confidentiality. Therefore each participant is aware of their own figure and is able to benchmark their performance against their peers. We will then create an average figure for the week and circulate the results to all participants on a no-name basis.

“Monitoring our sales performance is key to managing the business but understanding our internal data can be challenging. The BDO L4L data provides an excellent guide to the general trends on the high street and allows a quick read of our relative performance in the wider market based on solid data, rather than received wisdom.”

ROY NAISMITH, FINANCE DIRECTOR, FRENCH CONNECTION PLC

▶ A RECOGNISED MARKET LEADER

With the largest market penetration of the retail sector outside of the Big Four, BDO plays a leading role through advising many of the UK's retail businesses. We have strong links with the retail community in the UK and internationally allowing us to deliver the best possible service.

We provide advisory, transaction and assurance services and our partners are renowned for their commercial and pragmatic approach to solving problems.

▶ OUR RECENT EXPERIENCE

Our track record in advising retailers is second to none. We assist a diverse range of businesses to achieve their goals.

We address the issues that matter to our clients by providing fresh thinking, constructive challenge, and a flexible approach. We achieve this through combining detailed sector knowledge with market expertise and international reach.

CONTACT US

If you would like further information about our wide range of accounting and business advisory services, please contact:

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'Tax Team of the Year' 2009 and 2008

'Audit Team of the Year' 2008

'Corporate Finance Deal of the Year' 2008

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