

- Ideally, the top selling styles also have above average gross margin
- All styles within the department are divided into one of the four quadrants
  - Winner styles do not need to be reviewed
  - Underperforming styles have lower than average gross margin; the cost structure of these particular styles should be examined to determine if adjustments can be made
  - Sleepers have lower than average shipped units; these styles should be reviewed to determine opportunities for greater exposure (better placement, additional catalogs, larger image, promotions, web referrals, etc.)
  - Loser styles should be reviewed for potential elimination

- New styles or older styles may be given special consideration
- You may consider creating reports based on the quadrant chart; analysts must review all S, L, and U styles and then provide a justification for every L style that is kept within the assortment

