

Sample Retail Benchmarks

Apparel Store / Mass Segment (Operating metrics sample)

1. Average maintained margin %
2. Average regular price margin %
3. Regular price sell-through %
4. Average markdown margin %
5. Average store conversion rate %

These benchmarks indicate average merchandising performance in the apparel specialty store arena. These data points reflect a specific product mix and need to be adjusted by specialty store type (mix, price point, size, format, etc.).

