SMCo Thrift
Thrift Store Consultants

Do Thrift Better.

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Why Do We Exist?

We leverage social enterprise, specifically thrift, to support local ministry

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A Few Disclosures

- We are not perfect
- It's easy to say it. It's difficult to do it.
- Permission to disagree
- Questions are encouraged

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What You Can Expect

- Topics
  - Model to grow a thrift operation
  - Capturing Donations and Connecting with Donors
  - Turning Donations into Dollars
  - Measuring What Matters
- Active engagement
  - Conversation more than a conference
  - Information → Transformation

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How Do You Grow a Thrift Operation?

Start With Your "Why?"

- Funding Bibles League Canada
  - $5 can place a Bible in the hands of a new believer
  - Profits = Potential
- Telling the story
  - Local impact
  - Partnerships in 40+ countries are impacted

Then, Manage the 4 P's

- Product
- Property
- Process
- People

The 4 P's: Product

Raw material for your thrift operation

Steady flow versus a single stockpile

Capture details of the donor <u>and</u> the donation

The 4 P's: Property

Location to receive, process, store, and sell

Consider the donor first when selecting a location

Optimize for size versus price & risk

The 4 P's: Process

Manufacturing → Speed and Quality

Three functions

- Receiving
- Sorting
- Pricing

The 4 P's: People

Single biggest obstacle facing your business today

Recruit, Train, and Retain

Key positions

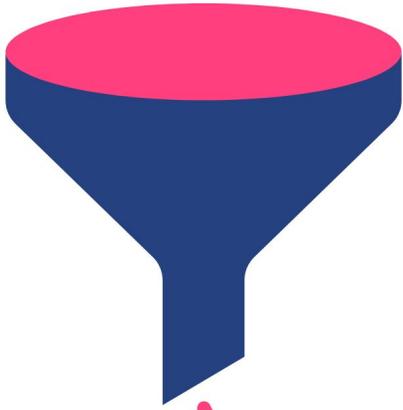- Donation receiver
- Pricer
- Cashier

Stay in Sync

Product	**Property**
Process	**People**

Product:
Capturing Donations and Connecting with Donors

Can You Have Too Many Donations?

More is better.
More provides options.

Waste
Recyclable Sales
Credential Sales
Retail Sales

Why Do We Start with Donations?

It is our raw material.

Without product, we have nothing to sell.

Donations are the lifeblood of a thrift operation.

What is the Value of a Donation?
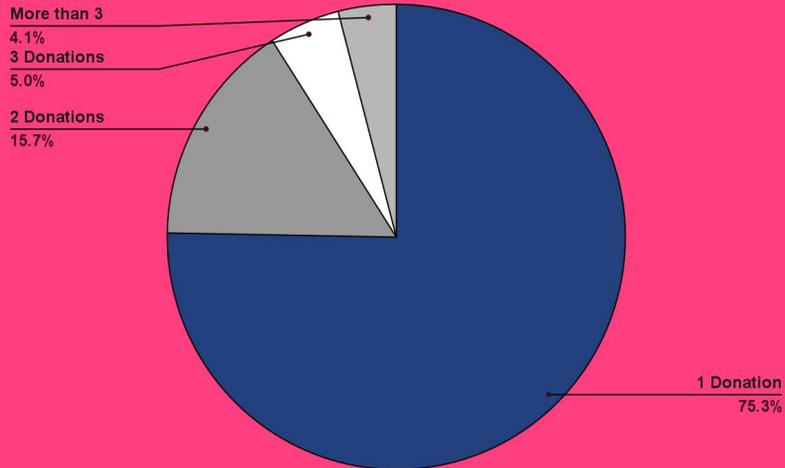
Average recorded value = $80.46

- 35 different organizations
- 100+ unique locations
- Since January 1, 2023

A Donor Is Your MVP

How Often Do You Interact with a Donor?

Donation Frequency During 2022

- More than 3: 4.1%
- 3 Donations: 5.0%
- 2 Donations: 15.7%
- 1 Donation: 75.3%

How Do You Convince a Donor to Give to You?

- Make it easy
- Tell them why it matters

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Convenience + Conscience

Capture Their Heart by *Telling Your* Story

Three stories to tell

- Impact of Bible League Canada
- Impact on your specific community
- Sustainability

Capture Their Heart by Hearing Their Story

Two questions to ask

- Who is your donor?
- Who is a mutual connection?

Why Should You Ask About a Mutual Connection?

- Impact hits closer to home
- Opportunity to connect with a larger audience

Engaging Your Donor In The Moment

- Greeting
- Have you donated with us before?
- Why did you choose to give to us?
- What partner would you like to benefit from your donation?
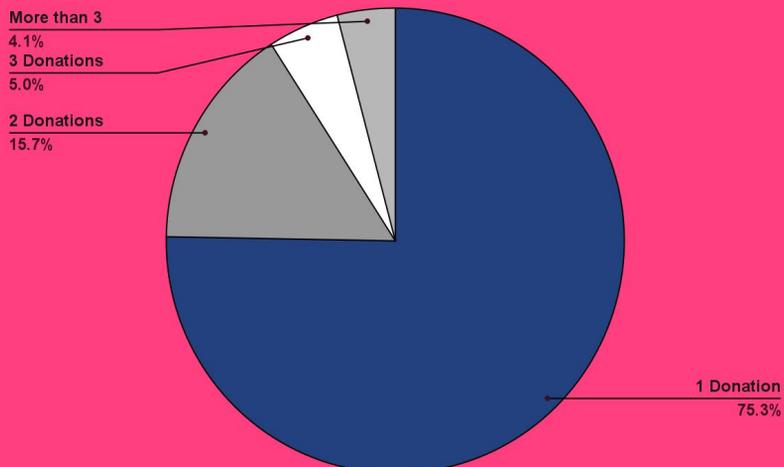- Thank you!

Recording the Details

- Donor's name and contact details
- Partner's name
- What was given
- When and where did the donor visit

Continue the Conversation

In the moment

- Email receipt
- Printed receipt

Donation Frequency During 2022

More than 3
4.1%
3 Donations
5.0%

2 Donations
15.7%

1 Donation
75.3%

Continue the Conversation

In the moment

- Email receipt
- Printed receipt

In the future

- Newsletter
- Postcard

Convenience + Conscience

Convenience is the primary driver that determines the destination.

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Components of Convenience

- Proximity
- Time Available
- Level of Assistance

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Donation Options

- Drop off locations
- Pick up service

Drop Off Locations

- Donation bins
- Retail locations
- Dedicated donation centers
- Mobile donation centers

Proximity
Time Available
Assistance

Creating the Right Environment

Ease of access

- Entry
- Exist

Creating the Right Environment

Visibility

- Signage
- Outside the facility
- Inside the facility

Creating the Right Environment

Wait time + Assistance

- One or two person teams
- Team appearance
- Carts

Creating the Right Environment

Interaction time

- Greeting
- Capturing information
- Story telling
- Appreciation

Pick Up Service

High-value strategy

- Pickups upon request
- Qualified donations

High-frequency strategy

- Neighborhood notifications
- Unqualified donations

Proximity
Time Available
Assistance

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Process:
Turning Donations Into Dollars in the Fewest Steps

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Manufacturing Defined

Manufacturing is the **production of goods through the use of labor**, machinery, tools, and biological or chemical processing or formulation.

Manufacturing entails **transforming raw materials into finished goods** on a large scale.

Manufacturing Measurements

Speed

- How much time is required to produce a widget?
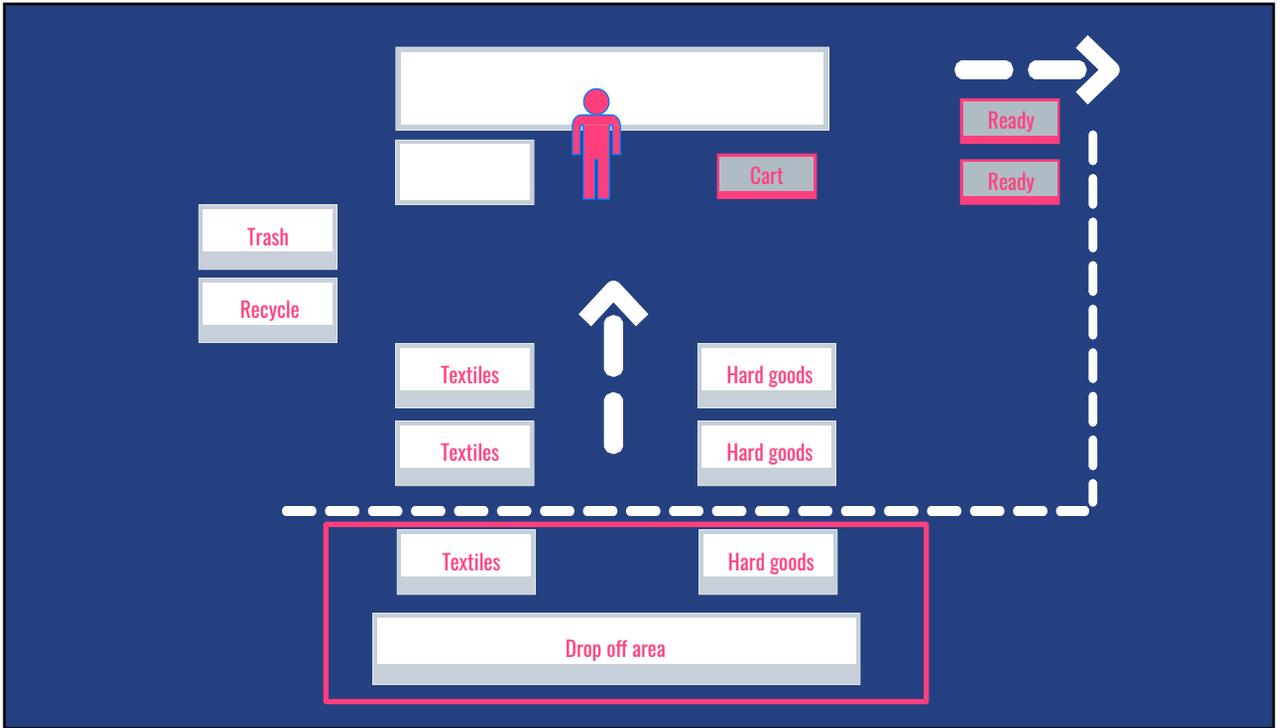- How many widgets are produced in a day?

Quality

- Are there any defects?
- How many items are rejected?

Every time a item is touched, it costs money

From Raw Material to Finished Product in Three Touches

- Receiving
- Sorting
- Pricing

Touch #1
Receiving the Donation

The Wrong Way

- Ignore the donor
- Put the donation on the ground

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The Right Way

- Engage the donor
- Use material handling equipment, carts
- Consider the next step

Touch #2
Sorting the Items

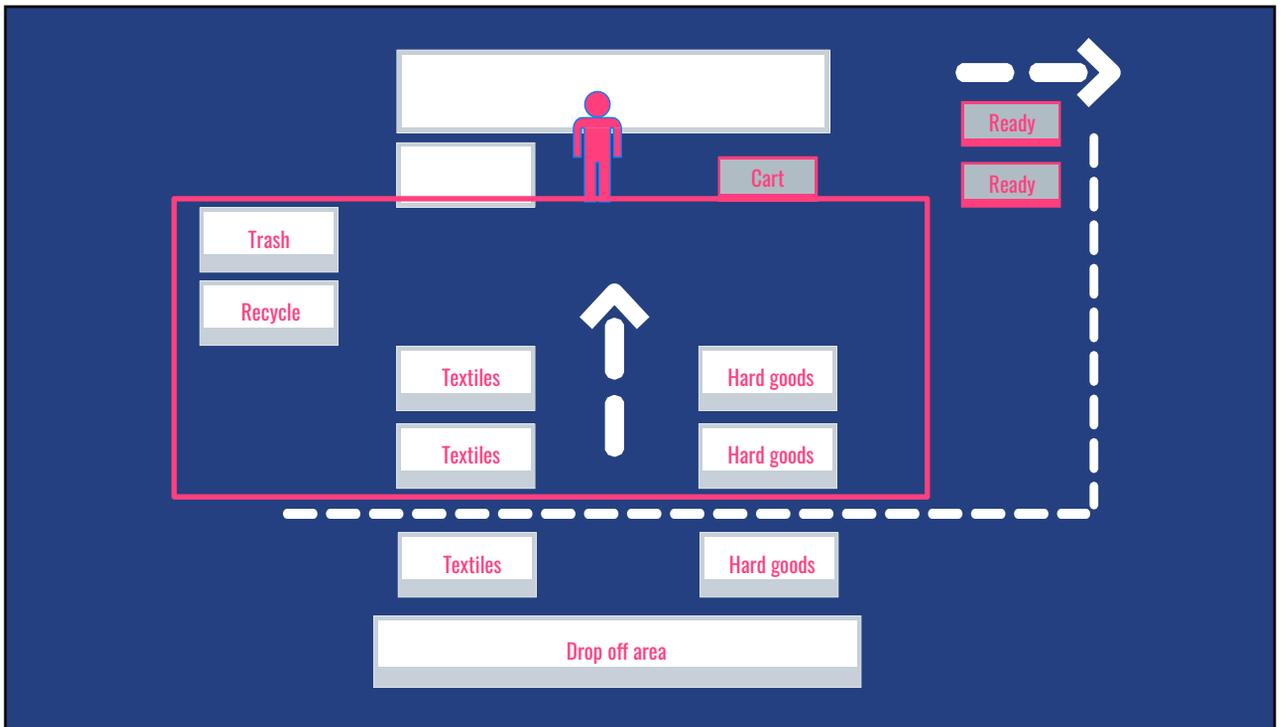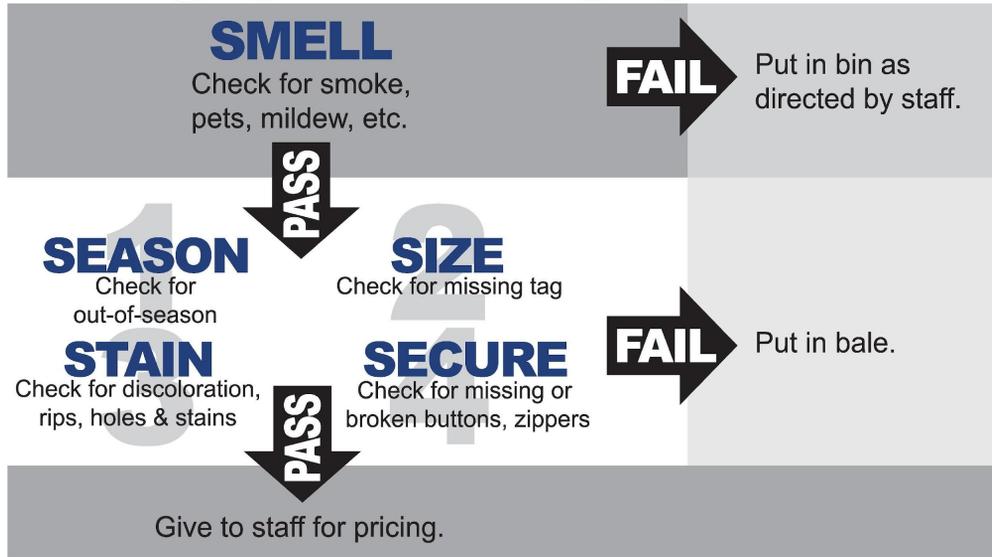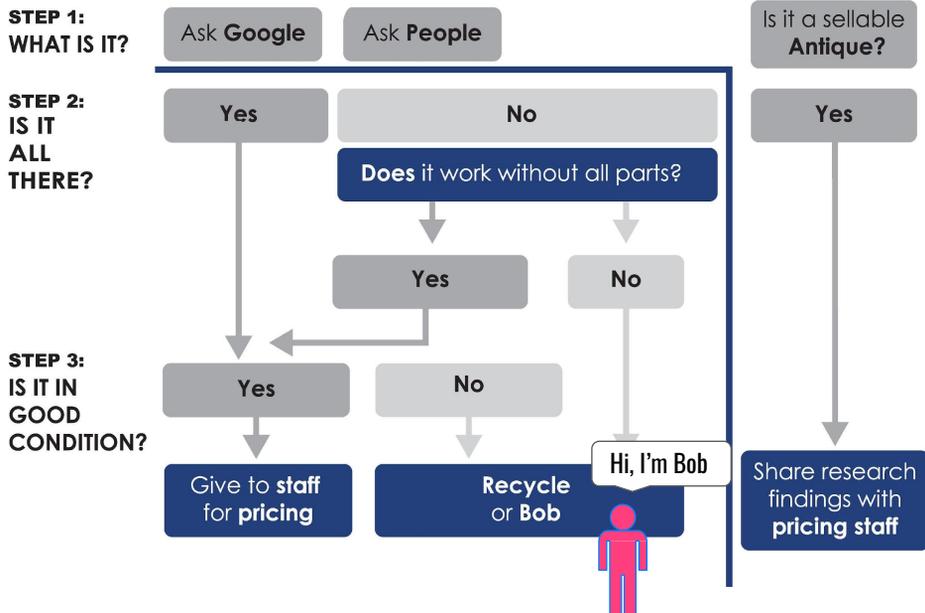# The Rule of Thirds

Sellable

Trash

Bale/Recycle

Only 3 Super Categories of Product

1. Soft goods / Textiles
2. Hard goods / Miscellaneous
3. Furniture

5S PRESORT

SMELL
Check for smoke, pets, mildew, etc.

FAIL → Put in bin as directed by staff.

PASS ↓

SEASON
Check for out-of-season

SIZE
Check for missing tag

STAIN
Check for discoloration, rips, holes & stains

SECURE
Check for missing or broken buttons, zippers

FAIL → Put in bale.

PASS ↓

Give to staff for pricing.

MISCELLANEOUS PRESORT

STEP 1:
WHAT IS IT?

Ask **Google**   Ask **People**

Is it a sellable **Antique?**

STEP 2:
IS IT ALL THERE?

Yes   No

Yes

Does it work without all parts?

Yes   No

STEP 3:
IS IT IN GOOD CONDITION?

Yes   No

Give to **staff** for **pricing**

Recycle or **Bob**

Hi, I'm Bob

Share research findings with **pricing staff**

Do <u>Not</u> Sort into Subcategories

More categories = More touches

More categories = More storage

Touch #3
Pricing

Your Purpose Directs Your Pricing

Start With Your "Why?"

- Funding Bibles League Canada
  - $5 can place a Bible in the hands of a new believer
  - Profits = Potential
- Telling the story
  - Partnership in 40+ countries are impacted
  - 10,282 Bibles delivered to refugees from Ukraine

This Principle Directs Your Pricing

The Pareto Principle

The Pareto principle, also known as the 80/20 rule, states that roughly **80% of the effects come from 20% of the causes**.

- Pricing
- Pulls
- Complaints

Trail Mix

Purpose + Principle Determines Your Strategy

- Line Pricing
- 3-2-1 Pricing or Good, Better, Best
- Value Pricing

Pricing Comments

- I can get this cheaper at …
- You get stuff donated
- Why are your prices so high?
- I'm never shopping here again

Your sales will tell what is true

Know Who Is Talking

- The person in need
- The treasure hunter
- The reseller

What is Valuable?

- New versus Used
- Rare versus Abundant
- Brand name

A BRANDS

7 for all Mankind +$6
7diamonds +$10
A Beautiful Soul/ Arula +$6
Adrianna Papell +$8
Adrienne Vittadini
Affliction
AG Adriano Goldschmeld Jeans
Ahnu
Alexander McQueen +$6
All 4 one +$8
Altar'd State* +$6
Anavini
Andrea Polizzi for Rex Lester
Ann Taylor/ LOFT
Anne Klein
Annie Griffin (Anthropologie)
Anthropologie +$8 (RESEARCH)
Antonio Meleani (RESEARCH)
Arc & Co
Arc'teryx
Armani (RESEARCH)
Arriane (Anthropologie)
Ashworth
Asos
Athleta +$8
Augden (Anthropologie)
back beat co (Anthropologie)
Badgley Mischka
Bagatelle
Balenciaga
Balmain
Banana Republic
Ben Sherman
Benobos

Beulah
Beyond Yoga
Biscotti Dress
BKE/Buckle +$6 for jeans
Blue Cult Jeans
Blue Robin (Anthropologie)
Blue Tassel (Anthropologie)
Bobbies (Anthropologie)
Boden +$8
Brandon Thomas
Brooks Brothers +$8
Bugatchi +$8
Bullock & Jones
Burberry (RESEARCH)
Cabi +$8
Cache +$6
Calia
Calvin Klein
Caramela +$6
Carhartt +$10 and up
Carolina Herrara
Chan Lau
Chico's
Chloe
Christian Dior
Christian Louboutin
Christian Siriano (RESEARCH)
Citizens Humanity Jeans +$10
Cloth & Stone +$10
Club Monaco+$6
Coach +$8
Coldwater Creek
Cole Haan
Columbia (RESEARCH coats & jackets)

Cooper and Stewart
Cordelia (Anthropologie)
coreylynncalter (Anthropologie)
COS Jeans
Country Road
Cremiex
Cubevera
cupcakes and cashmere (Anthropologie)
current air +$6
Cutter Buck +$6
Dana Buchman
David Kahn
David Meister
Deletta (Anthropologie)
Diane Von Furstenberg
Dior
Dolce & Gabanna +$10
Double Stitch(Anthropologie)
Drew (Anthropologie)
Duckhead
Eberjey (Anthropologie)
Edie (Anthropologie)
Edme & Esylite (Anthropologie)
Eileen Fisher +$6
Elevenses (Anthropologie)
Endless Rose
Eri + All (Anthropologie)
Escada
Etro
Fabletics
Fendi (RESEARCH)
Figs (Scrubs)
Flying Tomato +$8

Free People +$8
Freedom of Choice (Anthropologie)
fynn&rose (Anthropologie)
Givenchy (RESEARCH)
Grey's Anatomy (Scrubs)
Gucci (RESEARCH)
Harley Davidson +$6 & +$8
Harve' Bernard
Helene Berman (Anthropologie)
High end/ good quality UT branded
Hugo Boss
Humanoid (Anthropologie)
Idyllwind
J Brand Jeans
J. Crew
J. Jill
J. Peterman
Joe's Jeans
Johnny Was
Joseph A Banks
Kachell (Anthropologie)
Karen Millen
Karl Lagerfeld
Kate Spade
Kavu
Kendall + Kylie
Kuhl
LaCoste +$10
Lands' End
Lane Bryant
Lanvin
Larry Levine
Lauren/Polo (Ralph Lauren)
Le Suit

Leslie Fay
Lida Baday
Life Is Good
Lilly Pulitzer +$15 or more
Listicle +$6
LL Bean
Lost + Wander
Louis Vuitton (RESEARCH)
Lovestitch
Lucky Brand +$6
Lucy & Laurel (Anthropologie)
Lululemon + $20
Madewell +$6
Madison Hill
Maeve (Anthropologie)
Maggy London
Magpie & Mabel +$8
Manolo Blahnik (RESEARCH)
Marc Jacobs
Matilda Jane +$6 - $8
Max & Cleo
Med Couture(Scrubs)
Medelita (Scrubs)
Michael Kors +$6
Michael Lauren
Michael Stars +$8
Miss Me (jeans) +$20
Missoni
Miumiu (Research)
Mod Ref
Moschino
Nautica
Nic & Zoe
Nike
OBEY

Off White +$6
Orvis +$6
PauW
Pazoni
Peter Millar
PINK
Prada (RESEARCH)
Psycho Bunny
Rag & Bone +$10
Robert Graham +$8
Rock & Republic
Rock Revival (jeans) +$20
Roi (Anthropologie)
Rossetti +$8
Roundtree and Yorke
Roxy
Saint Laurent
Salvatore Ferragamo
Sharon Young
Skies are Blue
Soft Surroundings +$6
Soma
Southern Marsh
Southern Tide
Staud
Tahari +$8
Talbots
Taylor Made +$6
Ted Baker
THML
Tom Ford (RESEARCH)
Tommy Bahama +$8
Top Shop
Torrid
Tory Burch (RESEARCH)

Trina Turk
True Religion (jeans) +$10
Ug Apparel
Under Armour
Urban Outfitters +$8
Valentino (RESEARCH)
Versace (RESEARCH)
Victoria Beckham
Victoria's Secret
Vince Camuto
Vineyard Vines
Vintage Havana
Volatile
We The Free +$8
White House
/Black Market
Woolrich +$8 - $10
Worth New York
Zara
Zendaya (Anatomie)
Zyla

BRANDS

Abercrombie
Abercrombie & Fitch
Adidas
Adore Me
Aerie
Akademiks
Alfred Dunner
Ambrielle
American Eagle Outfitters
ANA
And & Ava
APT. 9
Bape
Blu Pepper
Bombay
Bullhead
Callaway
Carolyn Taylor
Chadwicks
Champion
Christopher & Banks
Cole Haan
Comfort Colors
Copper Key
Croft & Barrow
Crown & Ivy
Cupio
Danny&Nicole
Davi & Dani
Democracy
Dickies
Diesel
Dockers

Dress Barn
Earthbound Trading Company
Easel
Ecko
Eddie Bauer
Elements
Elle
Ellen Tracy
Ellos
Elyse Hart
Esley Collection
Express
Fox
Gap
Grayson Threads
Green Envelope
Greg Norman
Guess
H&M
Haggar
Hem & Thread
her entire name says grace
Hollister
Hurley
IZOD
J. Ferrar
Jones New York
Juicy Couture
KanCan (jeans)
Kasper
Kenneth Cole
Kut From The Kloth
Lauren Conrad
Lauren James

Levis
Limited
Listicle
Liz Claiborne
LuLu's
Maurices
Max Studio
Michelle Nicole
Moa Moa
Motherhood (Maternity)
New Balance
New Direction
Nichole Miller
Norton McNaughton
NY & Company
Oakley
One World
Original Penguin
Pac Sun
Paris Blues (vintage)
Perry Ellis
Philosophie
Pierre Cardin
Ping
Pink Blush (Maternity)
Pink Rose
Puma
Pursuit
Quacker Factory
Reef
Relativity
Rip Curl
Rising International

Ruby Road
RVCA
Ryegrass
Saddlebred
Salt Life
Sanctuary
Savane
Silver Jeans Co.
Simply Southern
Sonoma
Sophie Max
St. John's Bay
Staffords
Stillwater
Style & Co.
Stylus
Susan Graver
Tech Gear
The Foundry
Tommy Hilfiger (Price As A Brand if Vintage)
Top Shop
True Craft
Umgee
Union Bay
Urban Outfitters
Urban Pipeline
Van Heusen
Vanilla Bay
Vans (clothing, shoes is A)
Vera Wang
Wolverine
Worthington
Xersion
Zenana

Tracking the Quality of Your Process

Average Price per Piece

- Net Sales
- Pieces Sold

Average Transaction Amount

- Net Sales
- Transactions

CURRENT					
$53,330.11 ● SALES	3,048 ● TRANSACTIONS	$17.50 ● AVG TRANSACTION AMT	$79,684.80 ● PRODUCTION VALUE	$5.20 ● AVG PRICE PER PIECE	946 ● DONATIONS

LAST YEAR					
$51,709.24 ● SALES	3,331 ● TRANSACTIONS	$15.52 ● AVG TRANSACTION AMT	$101,615.22 ● PRODUCTION VALUE	$4.41 ● AVG PRICE PER PIECE	970 ● DONATIONS

Impact of Effective Pricing

1,000 pieces per day with 26 days per month = 26,000 pieces

- At $4.41 average price per piece
    - $114,660 value of priced product
    - $57,330 in sales @ 50% sell-through
- At $5.20 average price per piece
    - $135,200 value of priced product
    - $67,600 in sales @ 50% sell-through
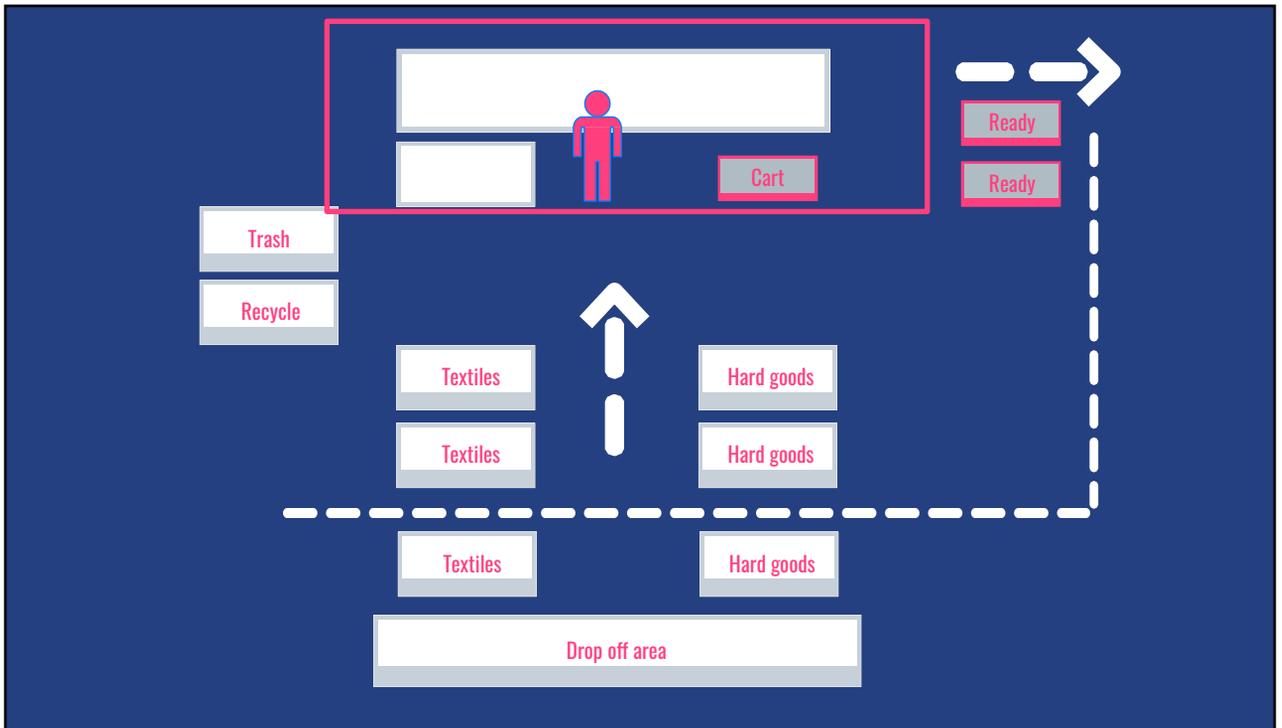
Pricing Station Assets

- Tagging guns/Barbs
- Stickers
- Furniture Tags
- Stickers/Hang Tags

Be sure stations have everything they need.

Be sure aisles are clear.

Pricing Cross-Training

- Linens
- Furniture
- Housewares
- Electronics
- Cross-train everyone but use people where their strengths are

Tracking the Speed of Your Process

Production Efficiency

- Pieces Produced
- Labor Hours

Sell-through Rate

- Pieces Sold
- Pieces Produced

Units Produced

24,331
● UNITS PRODUCED

0   31,200

SQL

Production Efficiency

25.68
● PIECES PRODUCED PER HOUR

0   35

SQL

Production Labor Hours

948
● PRODUCTION LABOR HOURS

0   1,087

SQL

Sell Through Rate

CATEGORY	UNITS PROCESSED	UNITS SOLD	SELL THROUGH %	AVG PRICE PER PIECE
Adults' Clothing	13,504	5,046	37.37%	$8.88
Children's Clothing	2,301	1,144	49.72%	$4.84
Adults' Shoes	694	487	70.17%	$13.86
Children's Shoes	94	75	79.79%	$5.81
Miscellaneous	3,685	2,343	63.58%	$9.54
Glassware	265	139	52.45%	$10.02
Linens	407	251	61.67%	$10.72
Accessories	1,014	545	53.75%	$9.64
Jewelry	0	274		$15.22
Media	1,190	1,166	97.98%	$3.13
Large Appliances	15	14	93.33%	$104.56
Small Appliances	302	198	65.56%	$21.79
Furniture	163	149	91.41%	$54.77
Toys	694	472	68.01%	$7.94
Bikes	3	3	100.00%	$24.66
Not Classified	0	4		$8.99
Seasonal	0	1		$8.99
All	24,331	12,311	50.60%	$9.29

SQL

Measuring What Matters

Measuring What Matters

Why?

You cannot manage what you do not measure

Objective versus Subjective

Three Steps

Identifying the numbers

Tracking the numbers

Analyzing the numbers

Identifying KPIs

What is a Key Performance Indicator (KPI)?

A KPI is a measurable value that demonstrates how effectively a company is achieving key business objectives.
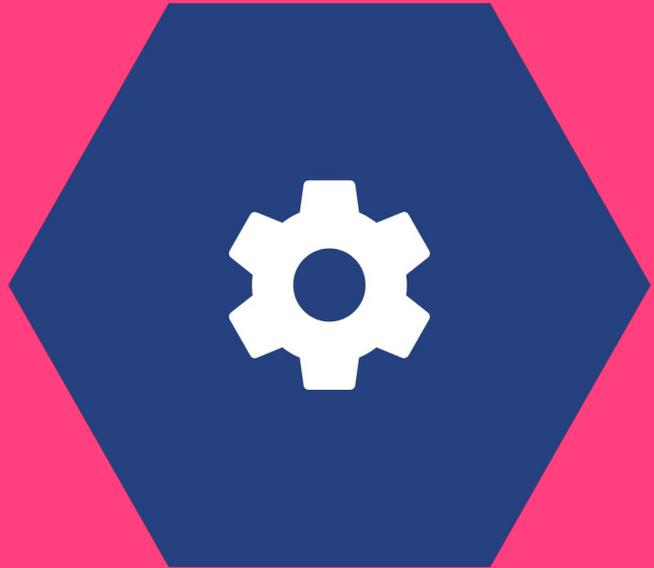
Identifying KPIs

Make Key Performance Indicators work for you
- Clearly defined
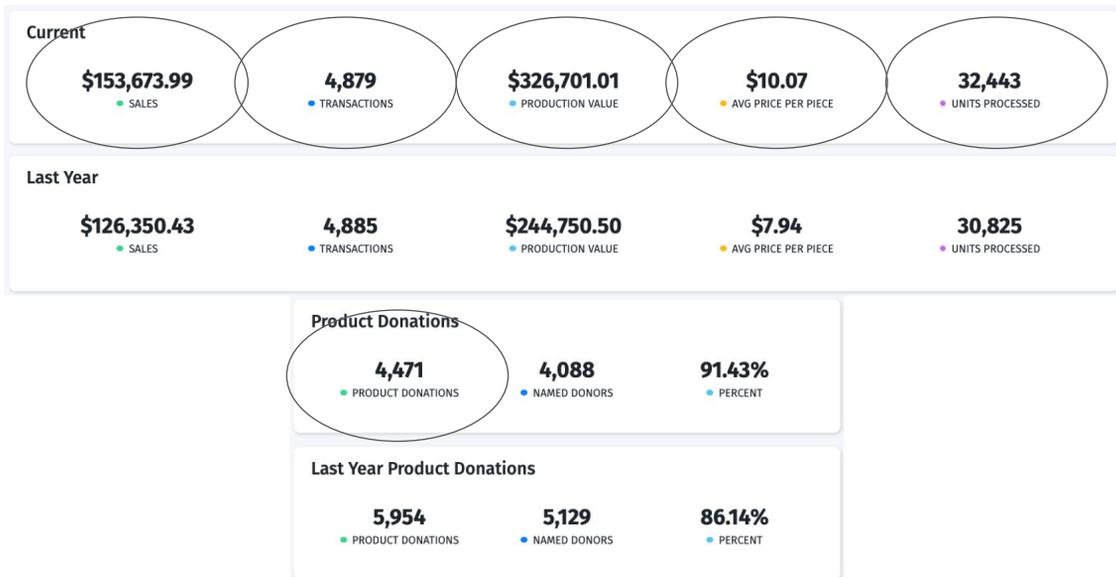- Easily measurable
- Accountability

Operations

Top six KPIs for thrift

- Sales
- Transactions
- Production Value
  - Units Produced
  - Average Price Per Piece
- Donations

What does each KPI tell us?

Current

$153,673.99	4,879	$326,701.01	$10.07	32,443
• SALES	• TRANSACTIONS	• PRODUCTION VALUE	• AVG PRICE PER PIECE	• UNITS PROCESSED

Last Year

$126,350.43	4,885	$244,750.50	$7.94	30,825
• SALES	• TRANSACTIONS	• PRODUCTION VALUE	• AVG PRICE PER PIECE	• UNITS PROCESSED

Product Donations

4,471	4,088	91.43%
• PRODUCT DONATIONS	• NAMED DONORS	• PERCENT

Last Year Product Donations

5,954	5,129	86.14%
• PRODUCT DONATIONS	• NAMED DONORS	• PERCENT

Tracking KPIs

Key Considerations
- Data Quality
- Ease of Tracking

How do I track my KPIs?

Do It the Same Way Every Time
- Consistency
    - Regardless of person
    - Regardless of situations
- Easily repeatable
    - Well defined process
    - The fewest number of steps

How do I track my KPIs?

Leverage Technology
- Electronic, not paper
- Transferable
- Back up
- Ability to analyze

Processing Daily Metrics

Location*   Hall Road (in Alcoa)   ✕ ▾

Date   2018-06-13

Labor Hours   0.0

Units Processed

Category	Value
Clothing	0
Media	0
Shoes	0
Miscellaneous	0
Linens	0
Accessories	0
Christmas	0
Appliances	0
Furniture	0

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Retail Metrics

Location*   Kingston Pike (in Farragut)

Date   2018-06-13

General Metrics

Metric	Value
Gross sales	0
Net sales	0
Sales tax	0
Unreconciled balance	0
Labor hours	0
Hours open	0
Rings at register	0
Cash donations	0
Pieces stocked	0

Category Metrics

Category	Sales	Quantity
Clothing	0	0
Not classified	0	0
Media	0	0
Shoes	0	0
Miscellaneous	0	0
Linens	0	0
Accessories	0	0
Jewelry	0	0
Christmas	0	0
Appliances	0	0
Furniture	0	0

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Analyzing KPIs

Turning Data into Actionable Intelligence

- Combining all the puzzle pieces in order to see the complete picture
- Visualize the data

Analyzing KPIs

When?

- **Daily**
- **Weekly**
- **Monthly**
- **Quarterly**
- **Annually**

Analyzing KPIs

Who?

- **Front line team members**
- **Managers**
- **Executive team**

Analyzing KPIs

How?

- **Visually**
  - **Charts and Graphs**
  - **Trends**
- **Compare**
  - **Targets**
  - **History**
- **Ask "why" and "what if" questions**

West Hills - Sales & Production

● SALES PER DAY   ● UNITS PROCESSED PER DAY

SQL

Sales
$80,940.19
● SALES

Current
| $80,940.19 | 3,555 | $161,137.47 | $7.89 | 20,423 |
| ● SALES | ● TRANSACTIONS | ● PRODUCTION VALUE | ● AVG PRICE PER PIECE | ● UNITS PROCESSED |

Last Year
| $72,581.71 | 3,250 | $107,848.40 | $7.72 | 13,970 |
| ● SALES | ● TRANSACTIONS | ● PRODUCTION VALUE | ● AVG PRICE PER PIECE | ● UNITS PROCESSED |

Product Donations
| 1,024 | 363 | 35.45% |
| ● PRODUCT DONATIONS | ● NAMED DONORS | ● PERCENT |

Last Year Product Donations
| 886 | 454 | 51.24% |
| ● PRODUCT DONATIONS | ● NAMED DONORS | ● PERCENT |
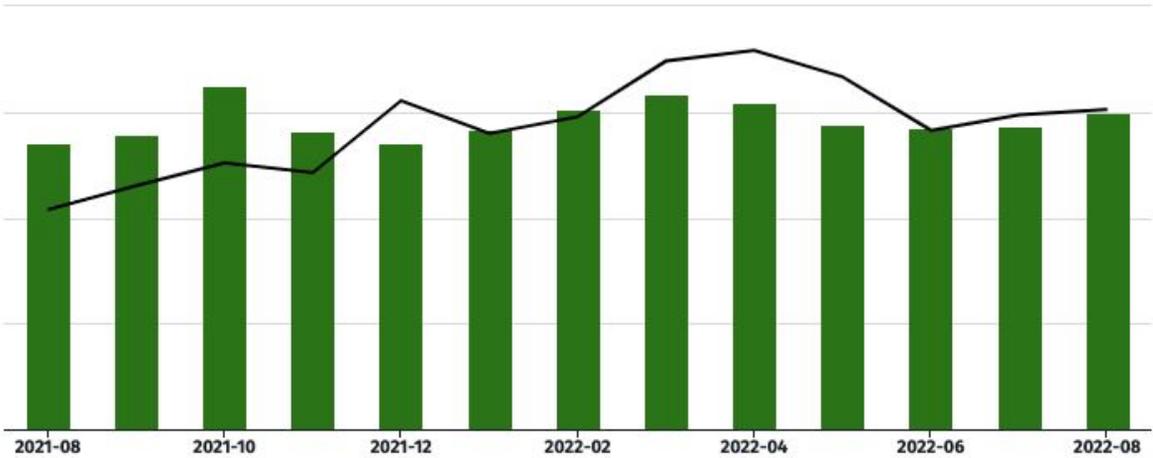
Production Value
$161,137.47
● PRODUCTION VALUE

Average Price Per Piece
$7.89
● AVERAGE PRICE PER PIECE

Volunteer Engagement
| 6 | 21 | 0 |
| ● EXPERIENCES | ● INDIVIDUAL HOURS | ● EVENT HOURS |

Last Year Volunteer Engagement
| 2 | 4 | 0 |
| ● EXPERIENCES | ● INDIVIDUAL HOURS | ● EVENT HOURS |

Retail Labor Hours
785
● RETAIL LABOR HOURS

Units Produced
20,423
● UNITS PRODUCED

Production Efficiency
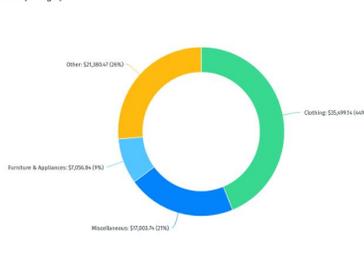28.97
● PIECES PRODUCED PER HOUR

Production Labor Hours
705
● PRODUCTION LABOR HOURS

Sell Through Rate

CATEGORY	UNITS PROCESSED	UNITS SOLD	SELL THROUGH %	AVG PRICE PER PIECE
Adults' Clothing	9,537	4,189	43.92%	$8.47
Children's Clothing	1,949	692	35.51%	$4.00
Adults' Shoes	469	343	73.13%	$11.03
Children's Shoes	87	82	94.25%	$4.85
Miscellaneous	5,019	2,602	51.84%	$6.53
Glassware	508	296	58.27%	$5.55
Linens	298	175	58.72%	$7.03
Accessories	929	424	45.64%	$6.86
Jewelry	0	184		$14.35
Media	497	546	109.86%	$3.31
Large Appliances	4	4	100.00%	$36.12
Small Appliances	200	147	73.50%	$12.13
Furniture	176	160	90.91%	$43.20
Toys	750	404	53.87%	$5.70
Bikes	0	1		$14.99
Not Classified	0	11		$17.97
Seasonal	0	3		$4.99
All	20,423	10,263	50.25%	$7.89

Sales By Category

Other: $21,380.47 (26%)
Clothing: $35,499.14 (44%)
Furniture & Appliances: $7,056.84 (9%)
Miscellaneous: $17,003.74 (21%)

Customer Transactions
| 3,434 | 440 | 12.81% |
| ● TRANSACTIONS | ● NAMED CUSTOMERS | ● PERCENT |

WEST HILLS

KARM STORES
THE THRIFT STORE WITH A MISSION

Marketplace - Sales & Production

● SALES PER DAY   ● UNITS PROCESSED PER DAY

2021-08   2021-10   2021-12   2022-02   2022-04   2022-06   2022-08
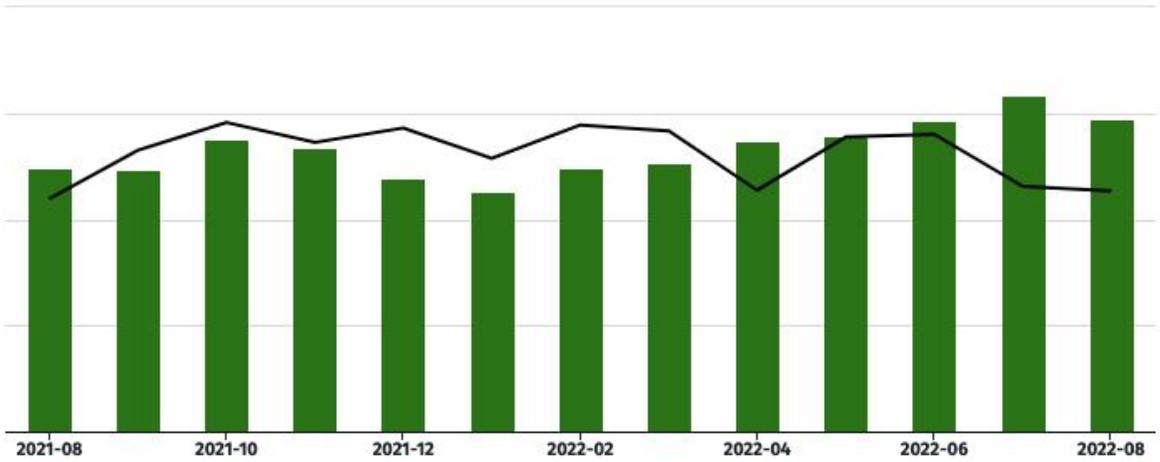
SQL

Sales

$159,049.03
● SALES

Production Value

$244,036.38
● PRODUCTION VALUE

Sell Through Rate

CATEGORY	UNITS PROCESSED	UNITS SOLD	SELL THROUGH %	AVG PRICE PER PIECE
Adults' Clothing	8,088	6,016	74.38%	$8.75
Children's Clothing	2,639	1,330	50.40%	$4.12
Adults' Shoes	1,461	734	50.24%	$14.40
Children's Shoes	293	219	74.74%	$5.60
Miscellaneous	7,319	5,656	79.45%	$7.24
Glassware	1,968	774	39.33%	$6.57
Linens	805	477	59.25%	$8.52
Accessories	2,331	891	38.22%	$8.95
Jewelry	0	108		$9.93
Media	1,801	1,777	98.67%	$3.01
Large Appliances	15	2	13.33%	$121.87
Small Appliances	693	422	60.89%	$14.96
Furniture	193	211	109.33%	$50.78
Toys	3,144	1,277	40.62%	$5.45
Bikes	5	4	80.00%	$26.68
Not Classified	0	34		$8.88
Seasonal	26	0	0.00%	$0.00
All	30,581	19,932	65.18%	$7.98

Current

$159,049.03	5,966	$244,036.38	$7.98	30,581
● SALES	● TRANSACTIONS	● PRODUCTION VALUE	● AVG PRICE PER PIECE	● UNITS PROCESSED

Last Year

$132,722.99	5,014	$224,050.86	$7.62	29,403
● SALES	● TRANSACTIONS	● PRODUCTION VALUE	● AVG PRICE PER PIECE	● UNITS PROCESSED

Average Price Per Piece

$7.98
● AVERAGE PRICE PER PIECE

Volunteer Engagement

30	137	0
● EXPERIENCES	● INDIVIDUAL HOURS	● EVENT HOURS

Last Year Volunteer Engagement

0	0	0
● EXPERIENCES	● INDIVIDUAL HOURS	● EVENT HOURS

Units Produced

30,581
● UNITS PRODUCED

Production Efficiency

26.93
● PIECES PRODUCED PER HOUR

Sales By Category

Other: $54,502.02 (34%)
Clothing: $52,650.31 (33%)
Furniture & Appliances: $10,959.09 (7%)
Miscellaneous: $40,937.61 (26%)

Product Donations

855	303	35.44%
● PRODUCT DONATIONS	● NAMED DONORS	● PERCENT

Last Year Product Donations

580	217	37.41%
● PRODUCT DONATIONS	● NAMED DONORS	● PERCENT

Retail Labor Hours

1,456
● RETAIL LABOR HOURS

Production Labor Hours

1,136
● PRODUCTION LABOR HOURS

Customer Transactions

5,769	1,300	22.53%
● TRANSACTIONS	● NAMED CUSTOMERS	● PERCENT

MARKETPLACE

KARM STORES

THE THRIFT STORE WITH A MISSION

Understand the Interactions

- Changes in one metric will impact other metrics
- Recognize the metrics which you can directly influence versus those you cannot
- Leverage lessons learned to forecast for the future

Key Takeaways

- Know what truly matters
- Capture quality data in your system
- Make your metrics visible to everyone
- Ask good questions
- Do something based on your analysis

Use this QR code to share questions and explore next steps with our team