

Driving availability requires a company to understand the journey a product makes from supplier to shelf. Tracking this journey will allow a company to focus in on availability drivers (or shortfalls).



Availability Metrics

- **Timeliness of delivery** – was it on time?
- **Accuracy of stock picked/delivery** – was the order right?
- Number of **out of stocks**
- **Lost sales from being out of stock**
- **Zero sales** – indicator that there is no stock to sell
- **Reasons for the out of stock in store** – *line out of stock at Supplier, stock file error – store thought it had stock when it didn't, stock was in back shop not on shelf.*
- **On shelf availability** (out of 100%) – looks at the % of products customers had the option to purchase out of the total product range. This same measure can be applied to **Supplier and Warehouse availability metrics.**
- **Measure relevant store “stock” processes** that drive availability e.g. shelf gap monitoring

Availability Reports

- **Out of stock report**
- **Lost sales report**
- **Availability reports** – can be focused on stores, warehouse, suppliers
- **Best sellers report** – with associate stock coverage
- **Define “KEY LINES”** and measure availability of these lines – “Key Line Report”
- **Pipeline stock reports** e.g. by supplier showing stock due in over next 30-60-90days, helps to anticipate issues.
- **Store “stock holding” reporting**
- Reviewing store **till sales vs. amount of stock requested by stores** – are stores requesting too much stock or not enough stock?