



OEP Store Strategy Plan

Version 1.0
13/09/2017

Title Page			
Store Name:			
Financial Year:			
Implemented/Updated:			
Document Version			
Store Format:			
Prepared by:			
Store Location:			
State:			
Current OEP Status:			
Completion Date & Time:			
Financial Health of Store:			
Overall Score %:			
About the Store			
Question		Response	Details
Situation Summary			
Current Status			
Current Total Retail Sales p.w. (\$k)			
Current Total Warehouse Sales p.w. (\$k)			
Current Total Store GP (%)			
Current Customer Count p.w.			
Current Basket Spend (\$)			
Current OEP Score (%) and Level (Silver/Gold/Platinum)			
CODB (%)			
Refurbishment Status (Mini DSA, DSA, Other)			
Current Fresh Mix (%)			
Mission: What is the store famous for?			
Where to go and why? - Annual Target			
Projected Total Retail Sales p.w. (\$k)			
Projected Total Warehouse Sales p.w. (\$k)			
Projected Total Store GP (%)			
Team Score & Target (%)			
Projected Customer Count p.w.			
Projected Basket Spend (\$)			
Projected OEP Score (%) & Level (Silver/Gold/Platinum)			
Projected CODB (%)			
Projected Fresh Mix (%)			
Core Values: What does our organisation stand for?			
SWOT Analysis			
SWOT Situation Analysis			
Strengths			
Strength 1:			
Strength 2:			
Strength 3:			
Weaknesses			
Weakness 1:			
Weakness 2:			
Weakness 3:			
Opportunities			
Opportunity 1:			
Opportunity 2:			
Opportunity 3:			
Threats			
Threat 1:			
Threat 2:			
Threat 3:			
Strategies			
Question		Response	Details
Initiatives & Action Plan			
Initiative 1 & Action Items			
Initiative 2 & Action Items			
Initiative 3 & Action Items			
Initiative 4 & Action Items			
Initiative 5 & Action Items			
Operational Excellence Program Store Walk Score			
Question		Response	Details
Monthly Store Walk Scores Financial Year (%)			
May (%)			
June (%)			
July (%)			
August (%)			
September (%)			
October (%)			
November (%)			
December (%)			
January (%)			
February (%)			
March (%)			
April (%)			
Overall Total Score Financial Year (%)			
Sign Off			
Question		Response	Details
Strategy Plan discussed and actions agreed with Retailer			
Strategy Plan reviewed with and signed off by Retail			
Date & Time of Approval			
Please sign upon completion.			
End-of-Year Review			
Question		Response	Details
Year-End Review Actuals vs. Targets			
Total Retail Sales p.w. (\$k) Actual vs. Budget			
Total Warehouse Sales p.w. (\$k) Actual vs. Budget			
Total Score GP (%) Actual vs. Target			
Team Score (%) Actual vs. Target			
Customer Count p.w. Actual vs. Target			
Basket Spend (\$) Actual vs. Target			
Overall OEP Score (%) and Level Actual vs. Target			
CODB (%)			
Fresh Mix (%) Actual vs. Target			