

TRADING — EXECUTIVE BRIEFING

Site Merchandising Briefing

What the site is showing against what is selling

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
SMB-27-052	October 2027	Trading	6	Illustrative sample

The read

The first two rows of every category page are set manually and have not changed in eleven weeks. Nine of the twenty products in them are out of stock in the majority of sizes, which means the highest-traffic positions on the site are showing products most visitors cannot buy.

11 wks Since the manual rows last changed	9 Of 20 hero products broken on size	34% Of category page traffic on those two rows	0 Automated stock rules
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WORKING

- 01 Search and filtering.
- 02 Product page conversion.
- 03 Category structure.

NOT WORKING

- 01 Manually set hero rows.
- 02 No stock rule on merchandised positions.
- 03 No review cadence.



What a customer sees first.

THE IMAGE · MCLEUKER HOUSE SET

SO WHAT

A third of category traffic lands on products most visitors cannot buy in their size. That is not a merchandising judgement, it is an absent rule.

The rows

THE TWENTY HERO PRODUCTS

SIZE AVAILABILITY	PRODUCTS	SHARE OF ROW TRAFFIC	READ
Full size run	7	31%	SELLABLE
Missing one or two sizes	4	19%	MOSTLY SELLABLE
Missing the core sizes	6	28%	NOT SELLABLE
Fewer than three sizes	3	22%	NOT SELLABLE



Where the sale is won or lost.

THE PAGE · MCLEUKER HOUSE SET

SO WHAT

Half the traffic on the highest-value positions on the site goes to products that cannot be bought in the sizes most people need.



One image, one page and one decision, repeated several thousand times a day.

MCLEUKER HOUSE SET

The rule

WHAT A STOCK RULE DOES

Threshold	A product drops out of a hero position below a stated size coverage
Replacement	The next product by the merchandising rule, automatically
Override	Manual pinning still available, and visible as an override
Review	Weekly, not eleven-weekly
Not assessed	Whether automated ordering outperforms the manual selection — separate test

SEQUENCE

NOW	Remove the nine broken products One action, and it recovers a third of category traffic.
+1 WK	Apply a size-coverage threshold So it does not happen again by default.
+1 MO	Set a weekly review Eleven weeks is how this happened.

SO WHAT	Removing the nine is one afternoon and recovers a third of category traffic. The rule is what stops it recurring, and the review is what catches the rest.
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Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Remove the nine broken products from hero positions	Trading Manager	This week	A third of category traffic stays wasted
Apply a size-coverage threshold to merchandised positions	Head of Digital	31 Oct	It recurs by default
Set a weekly merchandising review	Trading Manager	31 Oct	Eleven weeks happens again
Test automated ordering against manual selection	Head of Digital	31 Dec	The manual selection stays untested

SOURCES AND BASIS

Stock position — our own inventory at the date of this document.
Row traffic — our own analytics, trailing four weeks.
Merchandising history — our own change log.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Site Merchandising Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.