



CARRERA CREST HOLDINGS

CEO Morning Briefing

Saturday, 2026-03-07

FIRES (FROM COO SCAN — ITEMS NEEDING IMMEDIATE ACTION TODAY)

Chronologiste Masque BACKORDERED — March Campaign at Risk

Kerastase Invoice #6042385991 shows zero units shipped on all three Chronologiste SKUs central to the March \$10 Mask Treatment campaign:

Product	Ordered	Shipped
K CHRONO MSQ 200ML (retail)	3	**0**
K CHRONO MSQ 500ML (professional)	1	**0**
K CHRONO BAIN 1L (back bar)	1	**0**

Campaign launched this week. If current shelf stock is zero, stylists are offering a treatment with no product to fulfill and no retail to convert. This kills both the add-on revenue and the 20% retail conversion the campaign was designed to drive.

Also backordered: Resistance Force Bain 250ML (3), Mousse Bouffante 150ML (3), VIP 250ML (3).

WARNINGS (MONITOR THIS WEEK)

- **Kerastase fill rate: 74%** — 14 of 54 units backordered across 7 SKUs. Watch for broader supply issues.
 - **March campaign Week 1 data** — No Phorest performance data yet. Treatment add-on counts and retail conversion should be trackable Monday.
 - **Tashina Miranda** — 30-day decision window active. Jan \$668 → Feb \$355 (-47%). No new data.
 - **Ali Guerrero** — Month 1 associate at 16 hrs/month; needs ramp to 80+. No new hours data.
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EMAIL HIGHLIGHTS (KEY UNREAD EMAILS WORTH NOTING)

Email export failed (JSON parse error). No email data available today — needs investigation.

IMESSAGE (BUSINESS-RELEVANT MESSAGES)

- **+17206656348** (Mar 6, 8:59 PM): "Got it! See you tomorrow" — confirm if this is a Saturday client or staff coordination.
- **82539** (Mar 7, 1:59 AM): Security sensor restored — RoofTop Entry at 6350 W 92nd Ave responding normally. No action needed.

PHOREST DATA (ANY NEW REPORTS ROUTED)

No Phorest data routed today.

PAYROLL SNAPSHOT

No report today — runs Mondays.

INVENTORY SNAPSHOT

No report today — runs Mondays. **Note:** Chronologiste on-shelf count is unknown and critical — see Actions.

TODAY'S ACTIONS (CONSOLIDATED CHECKLIST)

- [] **CHECK CHRONOLOGISTE MASQUE ON SHELF TODAY.** If zero on hand, pull from featured campaign list immediately and pivot to Nutritive Masquintense Riche / Genesis Masque Reconstituant.
- [] **Contact Kerastase rep Lorraine Loy (330-655-1264) for backorder ETA.** Saturday — likely unavailable until Monday. Leave voicemail/text today.
- [] **Track UPS 1Z86A04R0300689590** — confirm 40-unit partial delivery arrives and is checked in.
- [] **Gloss Absolu (4 new SKUs arriving)** — confirm POS pricing set up, shelf placement planned, brief team on product knowledge.
- [] **Confirm Ali Guerrero's March schedule** reflects 80+ hr ramp.
- [] **Prepare Tashina Miranda decision** — intervention, booth rental, or exit. Have recommendation ready this week.

AGENT STATUS (SYSTEM HEALTH)

Component	Status
COO Daily Scan	Ran — 0 errors
Delivery Agent	Ran — 0 errors
iMessage Export	Ran — 0 errors
Mail Export	Ran — 0 errors, **email parse failed**
Vendor Learning	Ran — 0 errors

Component	Status
Briefing Compiler	1 warning
Runner	1 warning

Known issues:

- Agent could not access `_Agent_Runner/inbox/` or write to `_Agent_Runner/outputs/` — email, iMessage, and Phorest routing scans were limited. **Directory permissions need to be expanded.**
- Email JSON parse error needs fix before Monday's run.

Salon open today 8–5. Priority one: verify Chronologiste shelf stock and adjust campaign if needed.