

Inventory Briefing

Saturday, 2026-03-07 | Prepared for Taylor Hess

Now I have all the data needed. Here's the full briefing:

FOR: TAYLOR HESS | WEEK OF MARCH 9, 2026

MBO SCORECARD — Q1 2026

Quarterly Bonus Potential: \$750 (\$250 per MBO)

MBO 1: Service Revenue — \$250 Bonus

Must hit monthly target ALL 3 months of the quarter.

Month	Target	Actual	Variance	Status
January	\$97,261	\$97,261.46	+\$0.46	■ HIT
February	\$80,789	\$80,788.49	-\$0.51	■■ MISSED BY \$0.51
March	\$95,000	In Progress	—	■ WEEK 1

Quarter Status: AT RISK — February missed the target by **51 cents**. Taylor, this is a rounding issue — check with Philip on whether this rounds to a hit. If it's a hard miss, this MBO is already lost for Q1 regardless of March. If it counts, March needs \$95K which is a big jump from Feb's \$80.8K — that's salon-wide service revenue, so scheduling density and rebooking matter most.

MBO 2: Inventory Cost Control — \$250 Bonus

Combined product cost (retail + backbar) must stay \leq 10% of service revenue for the quarter.

- Q1 Service Revenue (Jan + Feb): **\$178,049.95**
- Q1 Retail Product Cost (Jan + Feb): **\$9,428.21** (from Phorest COGS)
- Backbar/Supply Purchases: *Awaiting Salon Centric invoice totals for Jan-Feb 2026*
- Current Retail-Only Ratio: **5.3%** ■ Well under 10%
- Remaining Budget (before 10% cap): ~\$8,376 before adding backbar costs
- **Note:** Salon Centric categorized data only goes through Jan 20. Need updated invoice extraction to calculate full product cost including backbar and PPC purchases.

MBO 3: Client Rebooking Rate — \$250 Bonus

Salon-wide rebooking \geq 75% averaged across the quarter.

Month	Rebooking Rate	Status
January	Awaiting Data	■
February	77.3%	■ ABOVE TARGET
March	In Progress	■

Quarter Status: On Track — February's 77.3% is above the 75% target. Keep pushing — individual trouble spots: Jamie Theisen (76%), Breanna Harte (58%), Drake Rosberg (71%), Deana Faust (64%), Talia Tschida (82% OK), Alexis White (62%), Teigan Maniatis (47%).

■ ORDER TODAY — STOCKED OUT WITH ACTIVE SALES

These are all at negative inventory with proven sales velocity. Order ASAP.

Product	Brand	Stock	Sold (Period)	Revenue	On Order	Action
Quick Blowout	Redken	** -2 **	27	\$761	0	**ORDER NOW** — #1 retail product
Awaken Scalp Elixir	Surface	** -4 **	22	\$880	5	On order — confirm ETA
Awaken Therapeutic Conditioner 6oz	Surface	** -3 **	18	\$585	0	**ORDER NOW**
Awaken Therapeutic Shampoo 10oz	Surface	** -3 **	17	\$688	0	**ORDER NOW**
One United Multi-Benefit Sm	Redken	** -5 **	10	\$271	0	**ORDER NOW**
All Soft Shampoo Med	Redken	** -3 **	—	\$74+	0	**ORDER NOW**
ABC 24/7 Serum	Redken	** -1 **	12	\$492	0	**ORDER NOW**
Acidic Color Gloss Naked Oil	Redken	** -1 **	13	\$517	0	**ORDER NOW**
Frizz Dismiss Med	Redken	** -2 **	4	\$148	0	**ORDER NOW**
Frizz Dismiss Rebel Tame	Redken	** -2 **	6	\$174	0	**ORDER NOW**
All Soft Conditioner Med	Redken	** -1 **	—	\$37+	0	**ORDER NOW**
All Soft Shampoo Liter	Redken	** -1 **	5	\$267	1	On order — confirm ETA
All Soft Conditioner Liter	Redken	** -1 **	—	—	1	On order — confirm ETA
Brushable Hairspray	Redken	** -1 **	8	\$211	0	**ORDER NOW**
Spray Wax	Redken	** -1 **	9	\$212	3	On order — confirm ETA
Hydrate Conditioner	Pureology	** -1 **	11	\$413	0	**ORDER NOW**
Hydrate Sheer Shampoo	Pureology	** -1 **	11	\$413	0	**ORDER NOW**
Hydrate Sheer Conditioner	Pureology	** -1 **	10	\$374	0	**ORDER NOW**
Soft Finish Hairspray	Pureology	** -1 **	10	\$301	0	**ORDER NOW**
Refresh & Go Dry Shampoo	Pureology	** -1 **	9	\$285	4	On order — confirm ETA
Awaken Therapeutic Treatment Mini	Surface	** -1 **	10	\$348	1	On order — confirm ETA
Brews Maneuver Cream Pomade	Redken	** -1 **	5	\$113	2	On order — confirm ETA
ABC Shampoo Sm	Redken	** -1 **	6	\$196	0	**ORDER NOW**
ABC Shampoo Liter	Redken	** -1 **	—	\$68+	0	**ORDER NOW**

CRITICAL: 16 products with zero on order need a Salon Centric order placed this week. The Awaken Shampoo/Conditioner and Quick Blowout are your highest-revenue stockouts.

■ WHAT'S MOVING — TOP SELLERS (FULL PERIOD)

Excluding Kerastase and alcohol. Ranked by revenue.

Product	Brand	Units	Revenue	Stock	Trend
Awaken Scalp Elixir	Surface	22	\$880.91	-4 (5 00)	■ Top seller — STOCKED OUT
Pureology Hydrate Holiday Giftset	Pureology	15	\$1,095	10	Holiday set still moving
Awaken Holiday Giftset	Surface	14	\$991	stocked out	Holiday — can't reorder
Quick Blowout	Redken	27	\$761	-2	■ Highest unit volume — OUT
Awaken Therapeutic Shampoo	Surface	17	\$688	-3	■ Staple — OUT
Color Fanatic 21 Spray	Pureology	19	\$657	*check stock*	Strong & steady
Awaken Therapeutic Conditioner	Surface	18	\$585	-3	■ Staple — OUT
ACG Naked Oil	Redken	13	\$517	-1	Growing demand — OUT
ABC 24/7 Serum	Redken	12	\$492	-1	Consistent — OUT
Hydrate Sheer Holiday Giftset	Pureology	10	\$740	18	Holiday set — overstocked
Awaken Therapy Kit	Surface	6	\$719	0 (2 00)	High ticket
Strength Cure Dream Healer Serum	Pureology	9	\$412	1	Running low
Awaken Protein Mousse	Surface	11	\$400	1	Running low

February Standouts (new/accelerating):

- ABC Hair Bandage Balm: 7 units/\$312 in Feb alone (new product gaining traction)
- Deep Clean Dry Shampoo: 7 units/\$98 in Feb (27 in stock — well stocked)
- Sculpting Curl Gel: 3 units/\$94 in Feb

■ WHAT'S SITTING — PROMO IDEAS

Holiday Gift Sets (March — these MUST move)

	Stock	Revenue to Date	Suggested Action
Sheer Holiday Giftset	**18**	\$740	**MARK DOWN 25-30%.** Bundle with any colour service: "Add a gift set for \$55." Staff spiff: \$5 per
Holiday Giftset	**10**	\$1,095	**Mark down 20%.** Display at checkout. Push for Valentine's/birthday gifts.
Mini Holiday Giftset	2	\$180	Price drop to \$20 — easy impulse buy.
oliday Giftset	3	\$434	Mark down 20%.
miss Holiday Giftset	2	\$117	Mark down 20%.

Other Slow Movers / Overstock

Product	Stock	Sales Velocity	Suggested Action
OPI Nail Polish	29	17 units sold (slow for 29 on hand)	Display refresh at nail stations. "Pick a polish" add-on with any mani/pedi.
Deep Clean Dry Shampoo	27	8 sold	Good velocity but heavy stock — ease up on reorders for 2-3 weeks
ACG Activated Glass Gloss	19	Low retail movement	Back bar conversion — use for in-salon gloss services instead
ACG Shampoo Mini	8	Low	Toss in as freebies with ACG service add-ons
Frizz Dismiss Spray Smooth	8	Low	"Frizz-free upgrade" — stylists demo during blowouts
Blowout High Gloss Rinse	5	Low retail	Back bar use for blowout services
FLIP FLOP PACKAGE	20	Seasonal	Hold for summer — markdown if still sitting by May

■ COLOUR / PPC SNAPSHOT

Metric	January 2026	December 2025	Change
Colour Revenue	\$2,509.35	\$2,554.69	-\$45 (-1.8%)
Colour Expense	\$2,024.42	\$1,787.70	+\$237 (+13.2%)
Profit	\$484.93	\$766.99	-\$282
Coverage Ratio	**1.24x**	1.43x	■■ Declining
Services	280	273	+7

February Estimate (from Phorest Active PPC sales): ~\$2,419 revenue. Expense data awaiting Salon Centric invoice categorization.

Trend Alert: Coverage ratio dropped from 1.43x → 1.24x in January. Still above the 1.20x target, but the margin is shrinking. The expense jump (+\$237) drove this — more colour product is being purchased while revenue stayed flat. Watch this closely in February.

Monthly Trend (5-month):

- Sep: 0.77x ■ (lost money)
- Oct: 1.22x ■
- Nov: 1.61x ■ (best month)
- Dec: 1.43x ■
- Jan: 1.24x ■ (declining)

Key Colour Products by Cost: Redken Shades EQ (dominant — multiple shades), Color Gels Lacquer, Fusion/CoverFusion, Pro-Oxide developers, Flash Lift. Note price decreases from July to December on Shades EQ (\$7.42 → \$5.40) and Color Gels (\$8.50 → \$6.18) — make sure we're buying at current pricing.

■ SALON CENTRIC ALERTS

Email scan failed — could not parse Salon Centric promo emails this week. Taylor, check your Salon Centric rep emails and the SalonCentric app directly for any current promos.

Ordering Cadence: 17 invoices in 2026 so far (Jan-Mar). Last categorized invoice is from Jan 20, 2026. There are several newer invoice PDFs in the 2026 folder that haven't been categorized yet — these need to be

processed for accurate spend tracking.

■ PURCHASE VS REVENUE

Metric	January	February
Retail Revenue	\$13,214.29	\$13,099.23
Retail Product Cost (COGS)	\$4,554.53	\$4,873.68
Gross Margin	\$8,659.76 (66%)	\$8,225.55 (63%)

- February margin dipped 3 points (66% → 63%) — still healthy but watch for continued decline
 - Retail revenue essentially flat month-over-month (-\$115)
 - Salon-wide RTS: **16.2%** (just under 17% target)
 - Full Salon Centric purchase data for Feb/Mar not yet categorized — can't calculate purchase-to-revenue ratio accurately
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■ RETAIL QUICK HITS

Stars (Recognize these two):

- **Erin Frost** — 29% RTS, \$2,450 retail. Best in salon by a mile. 73% upsell rate.
- **Haley Kubala** — 24% RTS, \$1,288 retail. Crushing it as a Level 2.

Coaching Needed:

- **Karen Pham** — 2% RTS (\$83 retail on \$5,143 services). Nail clients buy product too — push CND Solar Oil, Hempz lotions at checkout.
 - **Talia Tschida** — 11% RTS (\$370). Has the clients (39) but only 0.7 products per visit. Focus on one product rec per client.
 - **Drake Rosberg** — 13% RTS (\$460). 35% upsell rate is low. Pair styling products with cuts — Quick Blowout (when restocked), Spray Wax.
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■ TAYLOR'S ACTION LIST

- **ESCALATE:** Ask Philip about the \$0.51 February service revenue miss — does this count as a hit for MBO 1? This determines the entire quarter.
- **ORDER TODAY:** Place Salon Centric order for the 16 stocked-out products with no units on order (Quick Blowout, Awaken Shampoo/Conditioner, One United, ABC products, Frizz Dismiss, Pureology Hydrate line, Brushable Hairspray, Soft Finish).
- **CONFIRM ETAs:** Check status on existing orders — Awaken Scalp Elixir (5 OO), Spray Wax (3 OO), Refresh & Go (4 OO), Awaken Therapy Kit (2 OO).
- **HOLIDAY MARKDOWN:** Mark down Hydrate Sheer Holiday Giftsets (18 units) by 25-30% and display prominently. It's March — these need to go.

- **COLOUR WATCH:** January coverage ratio dipped to 1.24x. Keep an eye on colour product ordering — we're buying more but not charging more.
- **RETAIL COACHING:** Quick huddle with Karen Pham, Talia, and Drake on product recommendations this week. Share Erin's 29% RTS as the benchmark.
- **DATA GAP:** Salon Centric invoices from late January through March haven't been categorized — this is blocking accurate MBO 2 tracking. Flag for Philip.

Reply to this email with updates, completed actions, or questions — your notes will appear in tomorrow's briefing.

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