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“This year we encourage brands to develop their Q4 demand plan well before the holiday season by leveraging product sales data, marketing campaign calendars, and growth objectives. This demand plan should then be translated by the merchandising team into a comprehensive supply plan in preparation for the holidays.

It's also crucial to engage with suppliers well in advance of BFCM to ensure they are ready for the increased demand. Additionally, this period offers an excellent opportunity for merchandising to clear out overstock or products with lower sell-through rates. They can achieve this through bundle offers, BFCM packs, or checkout recommendations.

We also recommend that customers leverage their checkout process and post-checkout opportunities to promote and upsell excess inventory.

Analyze which overstocked products are best suited for recommendations and offer them at a discounted price in checkout to boost their sell-through rate.”

