



AUSTRALIAN RETAIL INDEX

Keep your finger on the industry's pulse





GIVE YOUR BUSINESS THE COMPETITIVE EDGE

BDO and Retail Express have partnered to produce the Australian Retail Index.

The Australian Retail Index is the only resource in Australia that gives you weekly, in-depth sales statistics of thousands of mid-market Australian retail stores across four key categories – Fashion and Accessories, Furniture and Homewares, Sporting and Recreational Goods, and Other General Retail.

The Index monitors percentage fluctuation of like-for-like sales of individual retail stores nationally. It provides a benchmarking platform to track performance against the retail market, identify current market conditions, and aid trading and business decisions. The Index provides a clear view of weekly trends, fluctuations and underlying trading conditions, without the distortion caused by large grocery based retailers' sales figures.

“Monitoring our sales performance is key to managing the business but understanding our internal data can be challenging. The Index provides an excellent guide to the general trends and allows a quick read of our relative performance in the wider market based on solid data, rather than received wisdom.”

ROY NAISMITH
FINANCE DIRECTOR, FRENCH CONNECTION



SO, HOW CAN YOUR BUSINESS BENEFIT?

Weekly, in-depth sales statistics – free for phase 1

Available online and without cost, the Australian Retail Index provides you with quick and easy access to weekly data enabling you to be more agile in response to market dynamics.

The next step – subscription-based service for phase 2

Later this year, the data will be updated daily providing you with even more timely intelligence. At that time, the Australian Retail Index will provide a state-by-state breakdown, divided into metropolitan and regional sales.

For retailers who subscribe, our daily data can help you to answer important questions such as:

- Are sales down overall today? Or is it just my sector that has stalled? Perhaps I need to reconsider how many staff are on tomorrow
- My customers are only buying low value items. Is this indicative of competitors in my area? Perhaps I need to reconsider my procurement strategy
- How do sales in my sector compare with last year? Or with last month? And how do my sales compare with my competitors' sales?

| What's included | Phase 1 | Phase 2 |
|--|---------|---------|
| % change in like-for-like sales <ul style="list-style-type: none">• Overall industry average• Breakdown by sector metrics | ● | ● |
| Weekly | ● | ● |
| Daily | | ● |
| Monthly | | ● |
| State based breakdown | | ● |
| Metropolitan / Regional breakdown | | ● |
| Daily % change in average basket size / spend per visit | | ● |
| Daily % change in return rate | | ● |
| Sales method breakdown (cash, layby, gift card, credit sales) | | ● |

► To register your interest for daily benchmarking data, visit www.australianretailindex.com.au

INDUSTRY EXPERTISE

BDO

BDO is one of Australia's largest associations of independently owned accounting practices, with offices in New South Wales, Northern Territory, Queensland, South Australia, Tasmania, Victoria, and Western Australia. BDO's dedicated Retail Team has a detailed understanding and specialist knowledge about the retail industry. Our experienced team offers clients insights into the latest issues affecting the industry, while pointing out the risks and opportunities, both within Australia and globally.



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Retail Express

Retail Express is the market leading cloud Retail Operating System in Australia, delivering real-time access to all operational and financial data right across the business. Our comprehensive system helps thousands of Retailers across Australia, with features including Point of Sale, Inventory Management, eCommerce integration, Loyalty and Marketing, Retail Intelligence and Logistics.

Visit www.retailexpress.com.au



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