

# Measure Your Success

Cost Per Sq Ft.

Well-run Store:

**\$33**

(Typical is \$55)

## Inventory Investment

Inventory Cost  $\div$  Square Footage

Annual Turns

Well-run Store:

**4.75**

(Typical is 2.2)

## Product Turns

COGS  $\div$  Ending Inventory  
for the Period

GMROI

Well-run Store:

**365%**

(Typical is 150%)

## Gross Margin Return on Investment

Gross Profit Dollars  $\div$  Inventory Investment  $\times$  100