JAZVA

1 LOCK YOUR END OF YEAR INVENTORY

- [ ] Count everything you have in stock on December 31st, 2017.
- [ ] If you have sold an item, but have not shipped it: DO NOT count.
- [ ] If you have ordered more items but they haven't arrived yet: DO count those.
- [ ] Determine your ending inventory value.
- [ ] Reconcile your counts with your records.

2 EVALUATE YOUR KPIs

- [ ] Set your goals for the year.
- [ ] Determine which metrics best indicate your business's performance.
- [ ] Narrow it down to the few KPIs that clearly track conversions or revenue.
- [ ] Monitor your chosen KPIs consistently, whether you decide to review them weekly or monthly.

3 SET YOUR REVENUE GOALS

- [ ] Calculate a goal for gross revenue from all revenue streams.
- [ ] Identify revenue goals for each revenue stream.
- [ ] Determine which marketing activities will best support your revenue goals.
- [ ] Select your marketing KPIs to help you stay on track and improve where needed

4 SET YOUR BUDGET

- [ ] Anticipate business needs so you have a strategic approach.
- [ ] State the intended goal for items to be purchased.
- [ ] Prioritize spending by including a prioritization scale to simplify budget cuts.
- [ ] Define a marketing budget for the year. Devise a planning calendar.

5 MASTER THE ART OF INVENTORY MANAGEMENT

- [ ] Centralize inventory control across all your sales channels.
- [ ] Automate product listings by upgrading to a multi-channel solution.
- [ ] Track your inventory across all your warehouses, including Amazon FBA.
- [ ] Invest in an all-in-one ecommerce management tool to increase your ROI.