



August 10, 2009

To our valued Vendor Partner:

Congratulations! You have been approved to begin receiving Cabela's POS reporting through Edifice. Cabela's takes extreme pride in its business model and asks that you read through the requirements associated with the receipt of this information. You will need to assign an individual to retrieve, analyze and articulate the data from your end. This individual should be prepared to collaborate and take action to drive positive results to the business in the following areas:

#### **In-season management**

- Collaborate on exiting seasonal product through Returns, Markdown allowance money, promotions, rebates, ETC.
- Sales opportunities at the store and total Company level.
- Prevention of unnecessary shipments of overstocked items.
- Replenishment strategies (What is the ideal stock by store?)
- Promotional ideas (How do we drive more customers to our stores?)
- Help monitor predetermined Stock to Sales and WOS goals.

#### **Post-season management**

- You are to prepare, discuss and share post-mortem analysis to help Cabela's understand future and missed opportunities in the business.
- Make recommendations for modifications of new product intro plan by store and item.
- Assist in Developing strategies to enhance gross margin rate and dollars
- Aid in setting Sell through, Stock-to-Sales, and/or WOS goals to help improve inventory productivity.
- Present exclusive product where available.



## Next Steps/Execution

- Edifice will provide you with contracts and a non-disclosure agreement; sign and return those documents to your Edifice representative. If you do not know your Edifice assigned representative, please contact Eric Engstrom at eengstrom@edificeinfo.com or 510-816-4736.
- No data will be sent without this agreement. Once the agreement is signed, Edifice will communicate the details regarding how the data will come to you.
- You will need to assign an individual to retrieve, analyze and articulate the data from your end. They will be responsible for participating in regularly scheduled meetings with the product team at Cabela's.
- You will be contacted by the Product Manager responsible for your product within 30 days of signing the contract. At that time you will be informed of the frequency and details of business meeting schedule.

This new level of collaboration with our vendor partners is an exciting opportunity and we look forward to working with you.

Sincerely,

**Tim McAreavey**

Logistics Director

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