What’s stuck on the shelf?

Tap the boxes to type. Start with what you know. Write “unsure” for missing figures and we’ll help you fill the gaps.

Shop or brand name

Your name

Email for our reply

How many different items should we review?

Count a size or colour separately when you track its stock or price separately. Ten identical lipsticks count as one item.

What would a good result look like?

For example, make shelf space before a delivery or sell a seasonal line while protecting your margin.

Where do your customers buy?

For example, an Instagram DM, your website or a shop counter.

Tell us about the stock.

Start with one item. For more, attach a stock list with one row per item or ask us for the blank stock template.

Product name, size or colour

Include the product code if you have one.

Units on hand

Units to keep aside

Include reserved units in the on-hand total. For 22 on hand and 2 reserved, we can use 20.

Cost per unit

Usual retail price

Currency and VAT basis

For example, EUR. Cost €4 excluding VAT. Price €15 including VAT.

Lowest price or minimum margin you will accept

If you have a limit, tell us. Include any packing or delivery costs we should allow for.

How many sold recently, and over what period?

Give the offer context.

Think about the customer, the occasion and anything the offer has to work around. Add whatever you already have.

When and where could the offer run?

Include a date, sales channel or collection area if you have one.

What goes well with this item?

A popular pairing, an upcoming occasion or who normally buys it.

Product photos, stock list or brand materials

Paste a viewable link or attach files when you return this brief. Product photos you can use and your logo are enough to start.

Anything we should avoid or double-check?

SAVE A COPY AND RETURN IT TO THE SENDER.

Sending this brief is free. We'll send you a written scope with the work, timing and exact fee. You agree to pay the quoted total only when you approve that scope in writing.