



TRUE-STOCK ORDERING PROGRAM



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Dear Customers,

We are pleased to present to you our Lief True-Stock Program. This program is offered to exclusive customers who meet the required criteria.

WHAT IS LIEF TRUE-STOCK?

It is a demand-forecast inventory ordering system that allows you to have optimal stock levels with consistent replenishments.

Did you know that brands lose out on millions of dollars of lost revenue every year due to Lost Sales? Lost sales = days a product is out of stock x the average or expected sales rate. This lost opportunity cost is hard to track and often overlooked by companies as the impact is greater than just lost revenue.

OVERSTOCK VS UNDERSTOCK:

Overstock costs the average retailer around 2.6% in lost revenue. This comes from having too much product on hand that you are paying storage fees, interest, and running promotions to increase sell through.

However, Understock costs the average retailer nearly double that at 4.9% in lost revenue. Expenses such as, rush fees, missed sales opportunities, and favorable pricing are the more visible impacts. The true impact comes from penalties on your ranking from companies like Amazon, lost consumer loyalty, cancellation of subscriptions, and having to increase marketing spend to regain sales momentum.

With Lief's True-Stock Program, we will work with you on setting up an inventory forecast model so we can better manage your inventory.

If you are interested in Lief's True-Stock program, please reach out to your sales executive or account manager. Lief looks forward to working with you and continuing to improve our services so you can continue growing your brand.

Cheers,

Nathan Cox
Chief Business Officer



HOW IT WORKS

✓ Minimum Requirements Per Product:

- 6 & 12 Month Blanket Options
- Replenishment Pulls can be Monthly or Bi-Monthly
- MOQ on True-Stock Program
 - 20,000 Units Powder
 - 30,000 Units Capsules or Tablets
- MOQ on Replenishment Pulls
 - 5,000 Units Powder
 - 10,000 Units Capsules or Tablets

✓ On Time Payment History

✓ Completion of Demand Forecast Sheet and True-Stock Questionnaire

✓ Finance Review and Approval

✓ Signed and Executed True-Stock Terms and Conditions Form

✓ PO Submission with Pull Dates and Quantity Listed on PO

✓ First delivery Pull – must plan for standard lead time (14-16 weeks)

✓ Invoice based on units pulled

Once the above is completed, Lief will consistently deliver monthly or bi-monthly replenishments to ensure your stock is optimized. You will be invoiced only on what is shipped and not the entire order.



TRUE-STOCK BENEFITS



RELIABLE AND CONSISTENT
SUPPLY OF INVENTORY



SUPPORT IN
DEMAND FORECASTING



VOLUME PRICING
DISCOUNTS



7.5% OF POTENTIAL
LOST REVENUE
(OVER AND UNDER STOCK)



E-COMMERCE RANKING
AND STORE SHELF
PROTECTION



CAPTURE KEY
CONSUMER DATA



IMPROVED
CASH FLOW

CUSTOMER EXPECTATIONS

- ✓ Reading and executing the True-Stock Agreement form, terms and conditions.
- ✓ Customer is responsible to commitment of dates and total inventory.
- ✓ Must pay invoices on time and take shipments within 7 business days of completion.
- ✓ Any "fees" associated if customer cannot meet commitments based upon executed agreement.
- ✓ Finance and Operations can terminate the agreement at any time with no reason.
- ✓ Customer to provide accurate information for demand forecasting model, Lief is not responsible if a delivery date cannot be met or demand increases. Customer must have a threshold set and a safety stock of 2 month supply recommended.

[CLICK FOR YOUR TRUE-STOCK FORECAST](#)