

## **Case #8 Exhibits – Men’s Fashion**

### **Exhibit #1: Store Location vs. Market Penetration**

# High Priority Cities	140
# Ralph Klein Retail Stores	30
# Ralph Klein Retail Stores in High Priority Cities	30
# Fashion World Stores	90
# Fashion World Stores in High Priority Cities	60
# Fashion World Stores in Same Cities as Ralph Klein Stores	20

### **Exhibit #2 Ralph Klein - Per Store Retail Sales**

# Ralph Klein Stores	30
Retail Sales per Store	\$1.5 million
Estimated % Decline in Retail Sales per Store in Cities with Fashion World Stores	20%

### **Exhibit #3 Fashion World – Estimated Per Store Retail Sales of Ralph Klein Products**

Estimated Retail Sales Per Store in High Priority Cities	\$500,000
Estimated Retail Sales Per Store in Low Priority Cities	\$100,000
% Decline in Retail Sales in Cities with Ralph Klein Stores	40%