BRC-KPMG RETAIL SALES MONITOR WEEKLY SCHEME

WHO ?

Any company with **retail sales in the UK** can join the Retail Sales Monitor Weekly Scheme. Any BRC member wishing to participate in the RSM can have their account set up in a few days on a **secure and confidential portal** administered by KPMG.

If you are a BRC member and wish to join, please contact anne.alexandre@brc.org.uk
If you are not a BRC member and wish to join, please contact caroline.bishop@brc.org.uk

WHAT ?

In exchange for contributing their sales, participants receive **aggregated benchmarks** by Tuesday lunch time. **Only participants** can access those benchmarks.

Example extracts of weekly reports

BRC-KPMG Retail Sales Monitor									
Weekly sales return									
	Weekly sales data collected (£ thousands)								
Week ending:	*Sum of week 46 data for all companies*								
18 November 2017									
	Women's Clothing & Lingerie	**Women's Accessories**	**Women's Clothing & Accessories**	**Men's & Children's Clothing**	**Clothing & Accessories**	**Women's Footwear**	**Men's & Children's Footwear**	**Footwear**	**H E**
	£ '000s	**£ '000s**	**£ '000s**	**£ '000s**	**£ '000s**	**£ '000s**	**£ '000s**	**£ '000s**	
Total sales coverage									
This week	12,345	24,690	7,000	15,000	200,000	35,000	10,000	35,000	
Last week	12,346	24,692	4,938	13,580	108,640	30,000	9,900	33,000	
This week last year	12,347	24,694	4,939	13,581	108,648	31,000	9,200	30,000	
% This year / last year	-0.02%	-0.02%	41.73%	10.45%	84.08%	12.90%	8.70%	16.67%	
Last week last year	12,348	24,696	4,939	13,582	108,656	29,000	9,000	27,000	

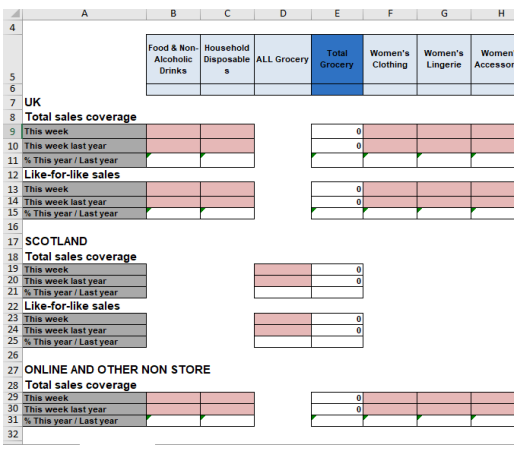
Including:

- **20 product categories** covering all UK retail
- **Actual £** collected (This Week and the same week Last Year)
- **Year-on-year** growths
- **Total** and **Like-for-like** performances
- All channels overall, as well as **Online** versus **In-Store** performances
- **Weather** data from the Met Office: 13 weeks of average weekly temperatures, rainfall and sunshine hours compared to the previous year

There is a separate tracking of **Scottish** sales**, Bookscan** sales **and Food-on-the-go** sales

HOW ?

Participants submit their sales (Sunday to Saturday) every Monday by 4pm.

- Precautions to ensure **confidential onboarding**
- Data checked and handled by **KPMG**
- No-one at the **BRC** can see named retailer's data
- Separate **RSM web portal** accessible to participants only
- Access to confidential **list of participants** updated quarterly
- Retailer gets immediate access to **back data**
- Retailer submit their data through a **simple** upload
- **Template tailored** to each retailer

Example extracts of upload template