

# BRC-KPMG RETAIL SALES MONITOR WEEKLY SCHEME

## WHO CAN TAKE PART?

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](mailto:anne.alexandre@brc.org.uk)  
If you are not a BRC member and wish to join, please contact [caroline.bishop@brc.org.uk](mailto:caroline.bishop@brc.org.uk)

## WHAT WILL I RECEIVE?

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

## Example extracts of weekly reports

BRC-KPMG Retail Sales Monitor								
Weekly sales return								
Weekly sales data collected (£ thousands)								
Week ending: 18 November 2017								
Sum of week 46 data for all companies								
	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
	£ '000s	£ '000s	£ '000s	£ '000s	£ '000s	£ '000s	£ '000s	£ '000s
<b>Total sales coverage</b>								
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

The benchmarks include:

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

Scottish retail sales, Book sales and 'Food-on-the-go' have their own discrete tracking.

## HOW DO I TAKE PART?

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

### Additional benefits

- Precautions to ensure **confidential onboarding**
- Data checked and handled by **KPMG**
- **BRC** cannot see named retailer's data
- **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

	Food & Non-Alcoholic Drinks	Household Disposable	ALL Grocery	Total Grocery	Women's Clothing	Women's Lingerie	Women's Accessor
<b>UK</b>							
<b>Total sales coverage</b>							
This week				0			
This week last year				0			
% This year / Last year							
<b>Like-for-like sales</b>							
This week				0			
This week last year				0			
% This year / Last year							
<b>SCOTLAND</b>							
<b>Total sales coverage</b>							
This week				0			
This week last year				0			
% This year / Last year							
<b>Like-for-like sales</b>							
This week				0			
This week last year				0			
% This year / Last year							
<b>ONLINE AND OTHER NON STORE</b>							
<b>Total sales coverage</b>							
This week				0			
This week last year				0			
% This year / Last year							