

SUBJECT: SS13 POG MP 99538 Ride On- WW

APPLICABILITY: CONUS and OCONUS TOY RETAIL FACILITIES

DIRECT QUESTIONS: SD HELP DESK, [SDHelp Desk Useform](#)

STRATEGY SYNOPSIS:

POG MP 99538 Ride On– WW is being updated March 2013. This POG is a 16ft, 12ft, 8ft and 4ft set based on Module levels. One Time Buy merchandise is scheduled to start arriving March and April based on Supplier's product release schedule. New replenishment items will arrive Conus 5 April and OConus 29 April.

[CLICK HERE FOR STORE LIST:](#)

The POG assortment will consist of:

- X-Dock Replenishment
- Warehouse Replenishment
- OTB
- NR- Non-replenishment

We have 30 items from Fisher Price, Razor, MGA-Little Tikes, Step2 and Radio Flyer that are X-Dock replenishment with min/max.

CRC#	Description
5574005	Power Wheels Harley Rocker
5573975	Lil F150
5145765	Batman Lights & Sounds Trike
5381600	EZ TURN SCOOTER
3409191	Grow-With-Me Trike
3946786	TOY STORY LIL QUAD
4632358	BRUTE FORCE CAMO
4718940	THOMAS TOUGH TRIKE
4717621	Barbie Tough Trike
5465973	Pro XX Scooter - 2012 TV Item
5465977	Flash Rider 360 - 2012 TV Item
1425704	"A" Kick Scooter Asst. Colors
1426045	"A2" Kick Scooter Asst. Colors
4741786	Graffiti Chalk Kick Scooter-Clear
2558347	Folding Kiddie Kick Scooter - Blue
2578669	Folding Kiddie Kick Scooter - Pink
2203264	Razor Punk Ramp
4741852	E-Spark Electric Scooter -Silver
6016310	LITTLE TIKES 4-IN-1 TRIKE
5371279	2 in 1 cozy roadster
3268931	Cozy Coupe 30th Anniversary

3748285	Lil Wagon
5376402	Easy Steer Sportster
5376673	All Around Wagon
5376700	Smile and Ride Buggy
5376742	4-in-1 Rock 'n Stroll Rider
7831092	CLASSIC RED TRICYCLE W/PUSH HANDLE
3951496	GROW N GO FLYER
4732215	ELECTRONIC MY FIRST BIG FLYER
5580864	SPIN 'N SAUCER

We have 6 items from Fisher Price and Mega Brands that are Warehouse replenishment with min/max.

CRC#	Description
5062832	cat 3 in 1 ride on w tool box
5363371	whirl n twirl ride on asst.
2791270	BATMAN LIL QUAD
2791008	BARBIE LIL QUAD
4920089	Military Lil Quad
4632379	Power Wheels® Dune Racer

Below are the new one time buys placed for SS13, please merchandise in the OTB area of Ride On planogram.

CRC	Item Description	Mod 1	Mod 2	Mod 3	Mod 4
5582293	16" Big Wheel Racer - Boys	16	12	8	4
	Grand Total	16	12	8	4

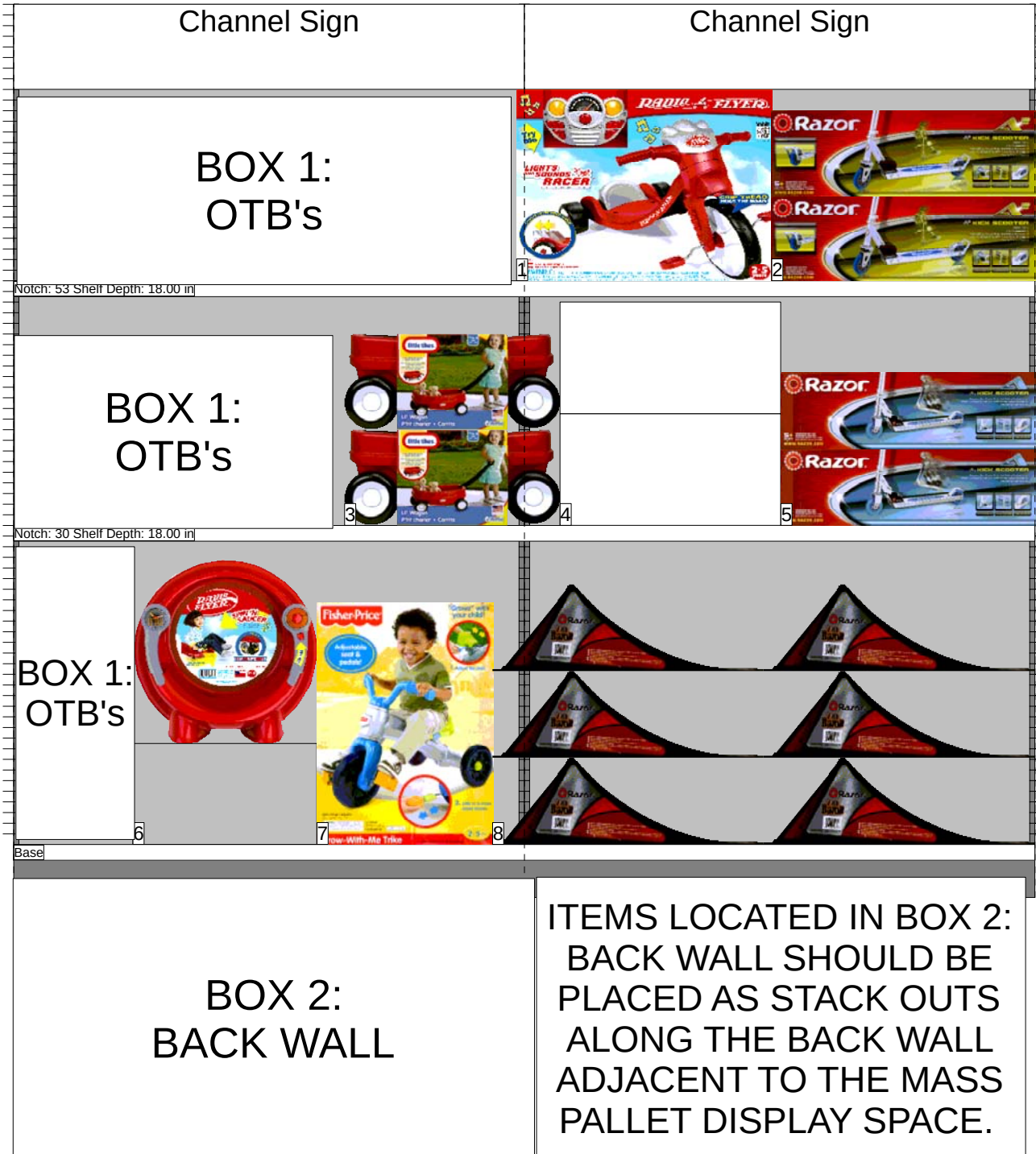
Items being carried over as NR are listed below for Spring only as they will be coming back Fall 2013. As these items sell out please fill with other items with more inventory on the POG.

CRC#	Description
5310742	Thomas Scooter
5310794	Jake Pirates Boat Ride On
5310726	Magical Princess Ride On
5310720	My First Minnie Ride On

EXIT STRATEGY

- Markdowns will be processed based on the sell through and financial plan throughout the selling period.
- End of season markdowns will be processed by HQ in July
- NO markdowns should be processed at store level
- Below is the listing of Deleted SKU's Markdowns will be processed by HQ with an effective date of 2 April

CRC#	Description
4717672	Lil Lightning McQueen
4143659	Military Jeep
4717699	Lightning McQueen
5376676	X-Rider Car
2203003	MY 1ST SCOOTER
5145728	Ford Super Duty Pick UP
3409199	Grow-With-Me Trike
5310758	Princess Steerable ATV Ride On
5310769	Spiderman Steerable ATV Ride On
5580865	PRO-GLIDER



QTY: 1 - 48"W X 24"D X 84"H MADIX GONDOLA

QTY: 1 - 48"W X 24"D X 84"H MADIX GONDOLA

QTY: 4 - 48"W X 18"D METAL SHELF

Stock Assortment Listing

Text Box / Location ID	CRC	Item #	UPC	Description	Vendor/Style	LDU	Source	New
Location 1	4732215	495906558	042385979953	ELECTRONIC BIG FLYER	RADIO FLYER / 402R	1	02,15,48,66,XD,	
Location 2	1426045	495906046	845423002749	NEW ASST UPC	RAZOR / 13003A2AS	5	02,15,48,66,XD,	
Location 3	3748285	495906458	050743616150	LIL WAGON RED	MGA ENT / 616150	2	02,15,48,66,XD,	
Location 4	5381600	495906644	746775096250	EZ TURN SCOOTER	FISCHER-PRICE	2	02,15,48,66,XD,	
Location 5	1425704	495906045	845423002633	NEW BLUE	RAZOR / 13003AAS	5	02,15,48,66,XD,	
Location 6	5580864	495906650	042385100531	SPIN 'N SAUCER	RADIO FLYER / 363	3	02,15,48,66,XD,	New
Location 7	3409191	495906383	027084759921	TRIKE BOY GROW WITH ME	POWER WHEELS / P6831	1	02,15,48,66,XD,	
Location 8	2203264	495906190	817378009807	RAZOR PUNK RAMP	RAZOR / 13430	6	02,15,48,66,XD,	
Box 1: OTB's	5310720	495906635	661148482723	MINNIE RIDE ON	KIDDIELAND TOYS / 48272	4	OTB	
Box 1: OTB's	5310726	495906636	661148481320	MAGICAL PRINCESS RIDEON	KIDDIELAND TOYS / 48132	4	OTB	
Box 1: OTB's	5310742	495906637	661148475305	THOMAS SCOOTER	KIDDIELAND TOYS	2	OTB	
Box 1: OTB's	5310794	495906640	661148480743	JAKE PIRATE RIDE ON	KIDDIELAND TOYS / 48074	2	OTB	
Box 1: OTB's	5582293	495906655	039897487274	16" BIG WHEEL RACER - BOYS	KIDS ONLY / 48727	1	OTB	New
Box 2: BACK WALL	2791270	495906295	746775097165	BATMAN LIL QUAD	FISCHER-PRICE / X0075	1	02,15,66,	
Box 2: BACK WALL	4920089	495906600	746775120573	CAMO LIL QUAD	FISCHER-PRICE / X30500	1	02,15,66,	
Box 2: BACK WALL	2791008	495906294	027084663549	BARBIE LIL QUAD	FISCHER-PRICE / N3460	1	02,15,66,	
Box 2: BACK WALL	6016310	495906729	050743627354	LITTLE TIKES 4IN 1 TRIKE	MGA ENT / 627354C	2	02,15,48,66,XD,	New
Box 2: BACK WALL	5574005	495177074	746775097080	PW HARLEY DAVIDSON RCKR BLK	POWER WHEELS / X0067	1	02,15,48,66,XD,	New

New Items

New: 4

Text Box/Location ID	CRC	Item #	UPC	Description	Vendor/Style	LDU	Source
Location 6	5580864	495906650	042385100531	SPIN 'N SAUCER	RADIO FLYER / 363	3	02,15,48,66,XD,
Box 1: OTB's	5582293	495906655	039897487274	16" BIG WHEEL RACER - BOYS	KIDS ONLY / 48727	1	OTB
Box 2: BACK WALL	6016310	495906729	050743627354	LITTLE TIKES 4IN 1 TRIKE	MGA ENT / 627354C	2	02,15,48,66,XD,
Box 2: BACK WALL	5574005	495177074	746775097080	PW HARLEY DAVIDSON RCKR BLK	POWER WHEELS / X0067	1	02,15,48,66,XD,

Removed Items

Removed:4

Group	Dept.	Class	Sub Class	CRC	Item #	UPC	Description	Vendor/Style	Replacement CRC
0495	1595	0002	0002	5310769	495906639	661148484475	SPIDERMAN ATV RIDE ON	KIDDIELAND TOYS / 048447	
0495	1595	0002	0002	5310758	495906638	661148476623	PRINCESS ATV RIDE ON	KIDDIELAND TOYS / 5310758	
0495	1595	0002	0002	2203003	495906182	042385931807	TOYS RF MY FRST SCOOTER	RADIO FLYER / 540	
0495	1595	0002	0002	3409199	495906384	027084793130	TRIKE GRIL GROW WITH ME	POWER WHEELS / R0322	

Loc ID: 1	LDU: 2
ELECTRONIC BIG FLYER	
	
042385979953	495906558
0495 1595 0002 0002 4732215	

Box ID: 1	LDU: 4
MAGICAL PRINCESS RIDEON	
	
661148481320	495906636
0495 1595 0002 0002 5310726	

Loc ID: 2	LDU: 5
NEW ASST UPC	
	
845423002749	495906046
0495 1595 0002 0002 1426045	

Box ID: 1	LDU: 2
THOMAS SCOOTER	
	
661148475305	495906637
0495 1595 0002 0002 5310742	

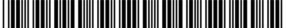
Loc ID: 3	LDU: 2
LIL WAGON RED	
	
050743616150	495906458
0495 1595 0002 0002 3748285	

Box ID: 1	LDU: 2
JAKE PIRATE RIDE ON	
	
661148480743	495906640
0495 1595 0002 0002 5310794	

Loc ID: 4	LDU: 2
EZ TURN SCOOTER	
	
746775096250	495906644
0495 1595 0002 0002 5381600	

Box ID: 1	New	LDU: 1
16" BIG WHEEL RACER - BOYS		
		
039897487274	495906655	
0495 1595 0002 0002 5582293		

Loc ID: 5	LDU: 5
NEW BLUE	
	
845423002633	495906045
0495 1595 0002 0002 1425704	

Box ID: 2	LDU: 1
BATMAN LIL QUAD	
	
746775097165	495906295
0495 1595 0002 0002 2791270	

Loc ID: 6	New	LDU: 3
SPIN 'N SAUCER		
		
042385100531	495906650	
0495 1595 0002 0002 5580864		

Box ID: 2	LDU: 1
CAMO LIL QUAD	
	
746775120573	495906600
0495 1595 0002 0002 4920089	

Loc ID: 7	LDU: 1
TRIKE BOY GROW WITH ME	
	
027084759921	495906383
0495 1595 0002 0002 3409191	

Box ID: 2	LDU: 1
BARBIE LIL QUAD	
	
027084663549	495906294
0495 1595 0002 0002 2791008	

Loc ID: 8	LDU: 6
RAZOR PUNK RAMP	
	
817378009807	495906190
0495 1595 0002 0002 2203264	

Box ID: 2	New	LDU: 2
LITTLE TIKES 4IN 1 TRIKE		
		
050743627354	495906729	
0495 1595 0002 0002 6016310		

Box ID: 1	LDU: 4
MINNIE RIDE ON	
	
661148482723	495906635
0495 1595 0002 0002 5310720	

Box ID: 2	New	LDU: 1
PW HARLEY DAVIDSON RCKR BLK		
		
746775097080	495177074	
0495 1795 0002 0004 5574005		