

# The KPI Playbook for Uniform Retailers

7 Essential Metrics Every Uniform Store Owner Must Track for Growth

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**For a copy of the  
Playbook and sample  
Spreadsheet to get  
started:**



# 7 Essential Metrics



## Sales per Square Foot

Maximize your retail space efficiency with this crucial metric.



## Inventory Turnover

Improve cash flow by selling through stock faster.



## GMROI

See how much profit each inventory dollar generates.



## Average Time Between Purchases

Build a stable revenue base with loyal customers.



## Average Transaction Value

Boost profits by increasing customer spend per visit.



## Foot Traffic

Track store visits to optimize staffing and promotions.



## Conversion Rate

Turn browsers into buyers more effectively.

# Sales per Square Foot

## Why it Matters

- Reveal how efficiently you're using your retail space.
- Especially when carrying bulky items and need fitting rooms, maximizing space efficiency is crucial.
- Help determine optimal product placement, identify underperforming areas.
- Make informed decisions about store layout or expansion.

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## How to Calculate and Track

**Sales per Sq Ft = Total Net Sales / Total Retail Sq Footage**

1. Calculate monthly sales totals
2. Measure your retail floor space  
*(exclude storage / back office areas)*
3. Divide sales by square footage
4. Calculate monthly, track month-over-month, and calculate annual averages

## Benchmarks

U.S. retail market average	\$325 per sq ft
High-end apparel (e.g. Lululemon)	\$1,560 per sq ft
Apple stores	\$5,550 per sq ft
Macy's	\$223 per sq ft

# Sales per Square Foot

## Actionable Tips to Improve



### Optimize high-traffic areas

Place your best-selling uniform categories and items near the entrance



### Create seasonal displays

Rotate lighter fabrics to the front during warmer months, and jackets and under scrubs during colder months



### Implement vertical merchandising

Better utilize floor space by moving accessories to a wall



### Design effective fitting areas

Compact, well-organized fitting rooms increase customer flow



### Cross-merchandise

Display socks near shoes, stethoscope accessories near scrubs

# GMROI – Gross Margin Return on Investment

## Why it Matters

- Learn how much profit is generated by each dollar of inventory.
- Identify which categories, collections, colors, sizes deliver the best returns, and deserve more investment.

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## How to Calculate and Track

### GMROI = Gross Margin / Average Inventory Investment

1. Calculate Gross Margin (Revenue – Cost of Goods Sold)
2. Determine average inventory value ((beginning inventory + ending inventory) / 2)
3. Divide Gross Margin by Average Inventory Investment
4. Calculate monthly, segment by product category (and any thing else of interest), track month-over-month

## Benchmarks

Profitable	> \$1.00
Not Profitable	< \$1.00
Well-run retail stores target	>= \$3.00
Shoe stores	\$2.16

# GMROI

## Actionable Tips to Improve



### Focus on high-margin accessories

Promote add ons, services or other appropriate offerings with low cost of goods sold



### Negotiate better terms

Work with suppliers for volume discounts on fast-moving items to increase profitability



### Reduce slow-moving inventory

Use data to identify and liquidate underperforming stock

# Average Transaction Value

## Why it Matters

- Reveals the average amount customers spend per visit
- For uniform stores, where shoppers often need complete outfits plus accessories, increasing ATV through strategic upselling and cross-selling can dramatically boost profitability without acquiring new customers.

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## How to Calculate and Track

**ATV = Total Revenue / Number of Transactions**

1. Sum total daily/weekly/monthly revenue
2. Count total number of transaction for the same period
3. Divide revenue by transaction count
4. Track trends over time and by sales associate

## Benchmarks

Uniform Retail (2024)	\$111.78
Uniform Retail (2025 YTD)	\$116.22 (↑ 4%)
Global retail average	\$54.14
Furniture stores	\$248.42
Specialty food stores	\$22.88

# Average Transaction Value

## Actionable Tips to Improve



### Bundle complementary items

Create and sell packages. Scrubs, socks, shoes, accessories.



### Train staff on suggestive selling

“These socks go well with those scrubs...”



### Create minimum order incentives

“Free embroidery on orders over \$150”  
(shipping)



### Implement loyalty programs

Reward higher spending with points or discounts



### Display impulse items at checkout

Small accessories, drink wear, badge accessories, hair accessories

# Conversion Rate

## Why it Matters

- Measure how effectively you turn browsers into buyers
- Uniform customers often have specific needs; a good conversion rate indicates effective product presentation and knowledgeable staff.

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## How to Calculate and Track

**Conversion Rate = (Number of Purchases / Number of Store Visitors) \* 100**

1. User a visitor counter or manually tally at entrance
2. Track daily transactions from your POS system
3. Calculate hourly, daily, weekly, monthly
4. Note patterns by day of week and time of day

## Benchmarks

Brick and mortar retail	20-40%
Health and beauty	Higher (repeat purchases)
Electronics	Lower (longer decision-making)
Food and beverage	Higher (impulse buys)

# Conversion Rate

## Actionable Tips to Improve



### Greet customers within 30 seconds

Uniform shoppers appreciate knowledgeable assistance



### Train staff on uniform requirements

Know industry-specific needs, and be able to assist with B2B / group-specific needs



### Create clear product categories

Organize by profession (medical, blue goods, workwear) or other relevant differentiation between your target customer base



### Offer fitting services

Shoppers using fitting rooms are significantly more likely to purchase; some studies show a jump from 10% to 67% once a customer enters a fitting room



### Address common objections

Have size exchanges, return policies clearly posted to instill confidence in shoppers

# Inventory Turnover

## Why it Matters

- This metric shows how quickly you sell through inventory
- Uniform retailers face seasonal demands, style changes, and varying B2B contract cycles
- Higher turnover means better cash flow and reduced risk of obsolete inventory

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## How to Calculate and Track

**Inventory Turnover = Cost of Goods Sold / Average Inventory Value**

1. Calculate COGS from your P&L, monthly and annually
2. Track beginning and ending inventory values monthly and annually
3. Divide COGS by average inventory
4. Monitor by product category, collection, season

## Benchmarks

Uniform Retail	4-7x /yr
Apparel and Accessories	4-6 x / yr
Grocery	10-15 x / yr
Home Improvement	5-8 x / yr

# Inventory Turnover

## Actionable Tips to Improve



### Use data to optimize product assortment

Analyze sales data to identify best sellers, as well as slower-moving styles



### Focus on fast-moving basics

Data should also guide buying decisions – stock more of proven sellers; styles, colors, sizes



### Implement an effective restocking system

Replenish inventory quickly and efficiently to avoid stockouts



### Clear seasonal inventory promptly

Don't let seasonal items sit through subsequent seasons



### Leverage promotions and discounts

Use sales and promotions to move slow-moving or obsolete stock

# Average Time Between Purchases and Customer Blend

## Why it Matters

- Uniform customers typically need regular replacements and often refer colleagues
- The cost of acquiring new customers is higher than the cost of retaining current customers
- More frequent shopping creates a virtuous cycle with revenue, growth, and referrals
- High retention rates indicate customer satisfaction and provides a stable revenue base
- For uniform stores serving B2B / groups, retention is especially critical for long-term contracts

## How to Calculate and Track

**Average Time Between Purchases = Total Sum of Days Between Transactions for Returning Customers / Number of Returning Customers**

1. Calculate the number of New and Returning Customers over a defined period of time
2. Calculate the total days between transactions for the Returning Customers
3. Divide Days by number of Returning Customers
4. Track Monthly and Annually



*\* Bonus – related to Customer Retention Rate, Purchase Frequency, Repeat Purchase Rate, Customer Lifetime Value*

## Benchmarks

Uniform Retail (2024)	114 days for Returning
Uniform Retail (2025 YTD)	139 days (↑ 22%)
	40.44% Returning 39.27% New
Grocery	7-14 days for Returning
Electronics	1-2 years for Returning

# Average Time Between Purchases

## Actionable Tips to Improve



### Implement a loyalty program

Reward repeat purchases with points or discounts



### Provide exceptional service

Remember customer preferences and sizes



### Follow up on purchases

Ensure satisfaction and address any issues quickly



### Offer B2B account benefits

Volume discounts, dedicated service, flexible payment terms, onsite sales



### Send replacement reminders

Contact customers when uniforms typically need replacing, or when allowances are refreshed

# Foot Traffic

## Why it Matters

- The foundation for many other Retail KPIs
- Understanding traffic patterns helps optimize staffing, plan promotions, and evaluate the effectiveness of marketing efforts

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## How to Calculate and Track

1. Use manual counters, or staff tallies during peak hours
2. Install basic traffic counting devices
3. Note patterns by day, time, season
4. Correlate with local events or industry cycles

## Benchmarks

Varies significantly by location, store size, store location, and local market conditions

Track your own baseline and monitor trends over time

Seasonal variations are normal

Focus on conversion rate from traffic rather than absolute traffic numbers

# Foot Traffic

## Actionable Tips to Improve



### Optimize store hours

Match staffing to traffic patterns



### Create seasonal campaigns

Promote new seasonal product releases, back-to-school, nurses week



### Partner with local businesses

Cross-promote medical facilities and other related local businesses



### Improve curb appeal

Clear signage, attractive window displays

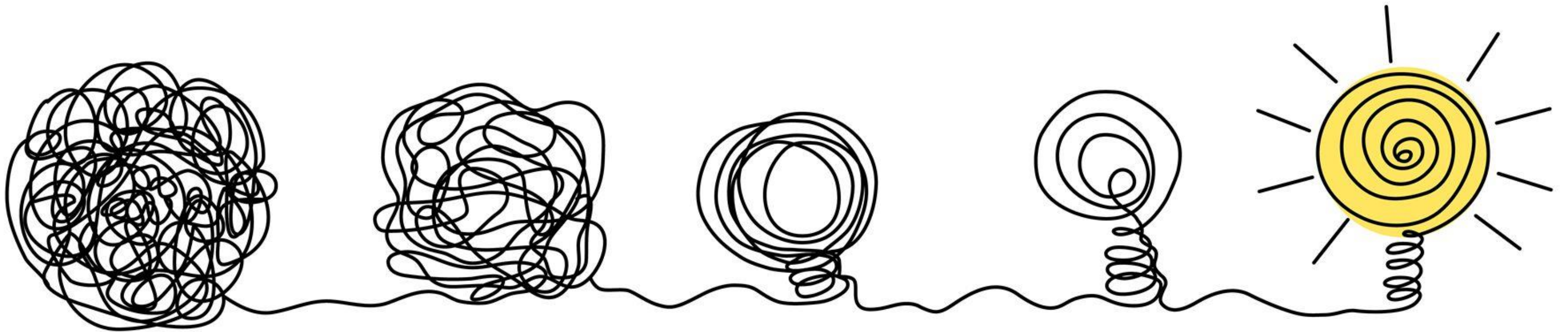


### Invest in Brand and Digital Reputation

Clean up store profiles (Google Business, Apple Maps, Bing, Yelp, etc), ensure listing consistency, request reviews, respond to all reviews

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# Summary



# The Power of Data-Driven Retail Performance

Smart uniform retailers are revolutionizing their operations through strategic KPI tracking, achieving remarkable performance improvements that set them apart from competitors relaying on outdated intuition-based methods

## Enhanced GMROI

Better product mix decisions drive gross margin return on investment improvements through strategic inventory optimization

## Optimized Layouts

Data-driven store design increases sales per square foot through improvement customer flow and product placement

## Faster Turnover

Strategic demand planning accelerates inventory movement, reducing carrying costs and improving cash flow

## Profit Growth

Comprehensive KPI tracking delivers 15-30% profit improvements through informed, strategic decision-making

# Getting Started: Your 5-Step Implementation Roadmap

01

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## Gather your Data Foundation

- Collect 3 months of sales reports from your software system
- Measure your retail floor space (exclude office and storage areas)
- Note your current inventory value by category

02

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## Establish Tracking Infrastructure

- Install a basic visitor counter for accurate foot traffic measurement
- Create a simple spreadsheet for daily traffic counts; and
- Create a simple spreadsheet for overall KPI tracking

03

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## Calculate Performance Baselines

- Calculate your performance for all metrics
- Input your data into the KPI tracker
- Compare your results to industry benchmarks

04

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## Identify Strategic Opportunities

- Analyze which KPIs show greatest improvement potential
- Focus on only 1-2 high-impact metrics at first
- Set specific, measurable targets with realistic timeframes

05

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## Execute Your Action Plan

- Select 3 proven improvement strategies from this playbook
- Schedule regular KPI review sessions
- Explore automation tools to streamline ongoing tracking

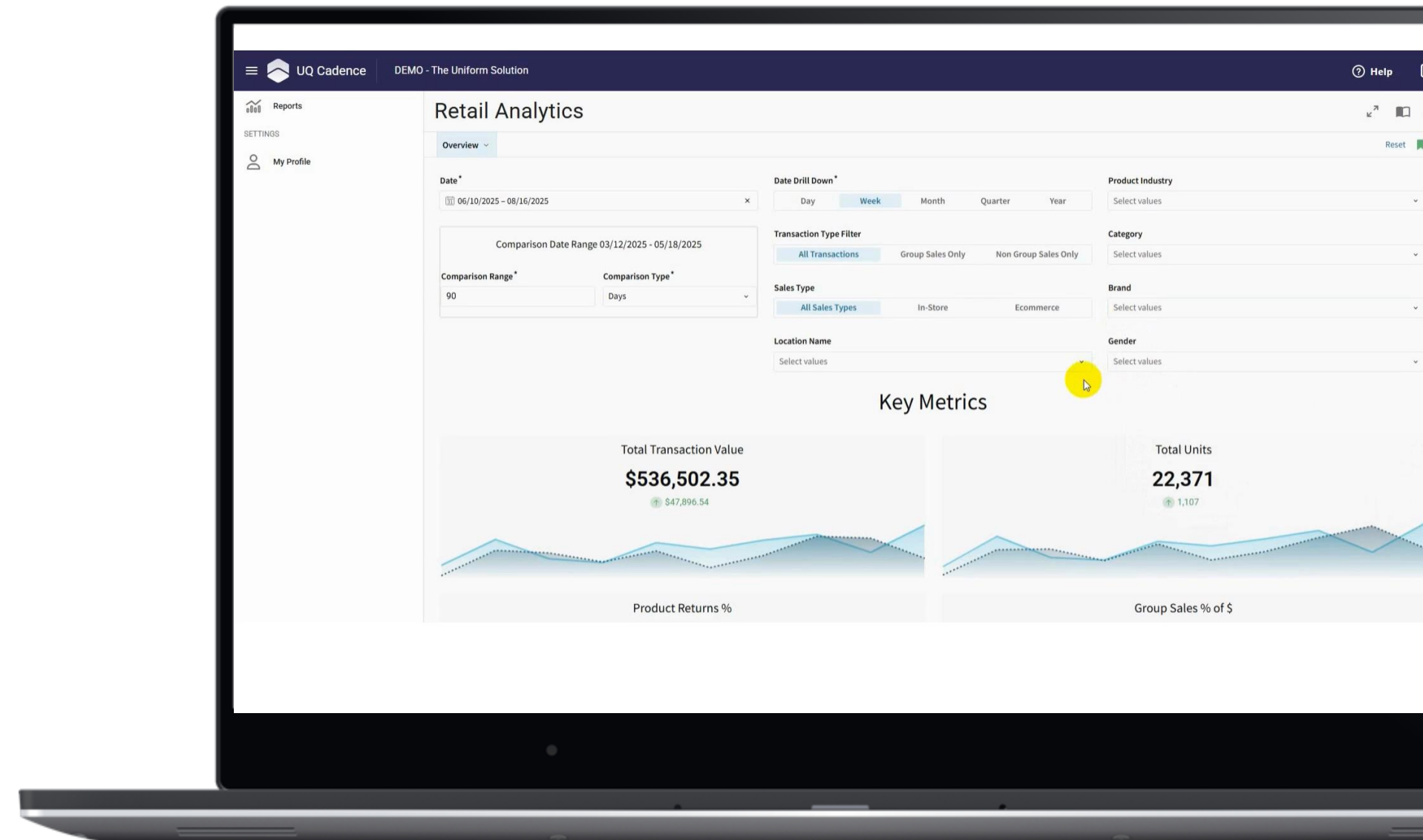
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# Schedule a Demo

## BONUS

### Schedule a Demo

- Schedule a free demo with The Uniform Solution to see how you can save hours while providing deeper insights into your business performance
- Whether you're already using The Uniform Solution or not, we have some offers for you – **exclusive to URA members!**



# The Uniform Solution



## What is The Uniform Solution?

The **premier core business software solution for Uniform Retailers and Distributors**, that includes POS, Embedded Payments, Order Management, Inventory Control, Group Business Management and more, that handles retail, on-site selling, and eCommerce for both general retail and B2B



## Leveraging Experience

**30+ years of industry experience** handling industry specific needs like special orders, group sales with special pricing, billing and payroll deduction



## What do we do?

Take the complex tasks performed by a uniform retailer or dealer, and **create simple, flexible, and powerful solutions** for operating businesses that are accessible anywhere



## See Results

We **increase efficiency, improve accuracy, simplify, and gain insight** to help businesses thrive with a connected supply chain, automation, and intelligent solutions



AT-A-GLANCE

# The Uniform Solution

↗  
33+

years' experience

↗  
1k+

uniform stores

↗  
10

solutions to support the  
uniform ecosystem

↗  
800k+

unique products in  
catalog service

↗  
\$1b+

processed payments  
on UniformPay

↗  
96%+

customer satisfaction  
with support

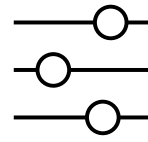
↗  
60+

uniform brands in  
partner program

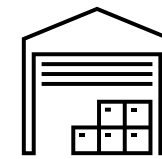
# A Holistic Solution



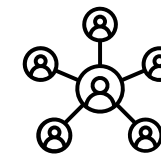
POINT OF SALE



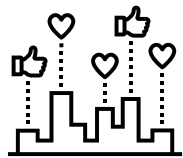
ORDER MANAGEMENT



INVENTORY CONTROL



CONTRACTS AND GROUP PRICING



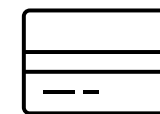
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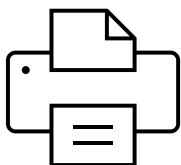
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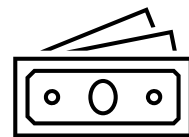
B2B COMMERCE PORTALS



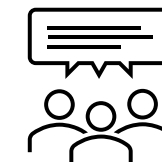
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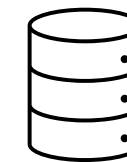
HARDWARE



CAPITAL ADVANCE



REPUTATION MANAGEMENT



DATA INSIGHTS  
AND BENCHMARKING

# Thank You

The Uniform Solution is the premier business software solution purpose-built for Uniform Retailers and Distributors

[TheUniformSolution.com](https://TheUniformSolution.com)



**For a copy of the  
Playbook and sample  
Spreadsheet to get  
started:**

