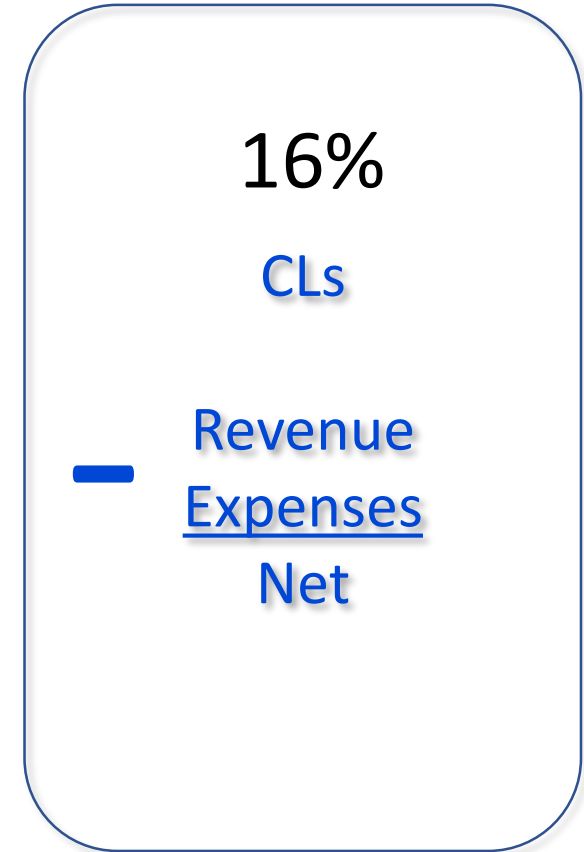
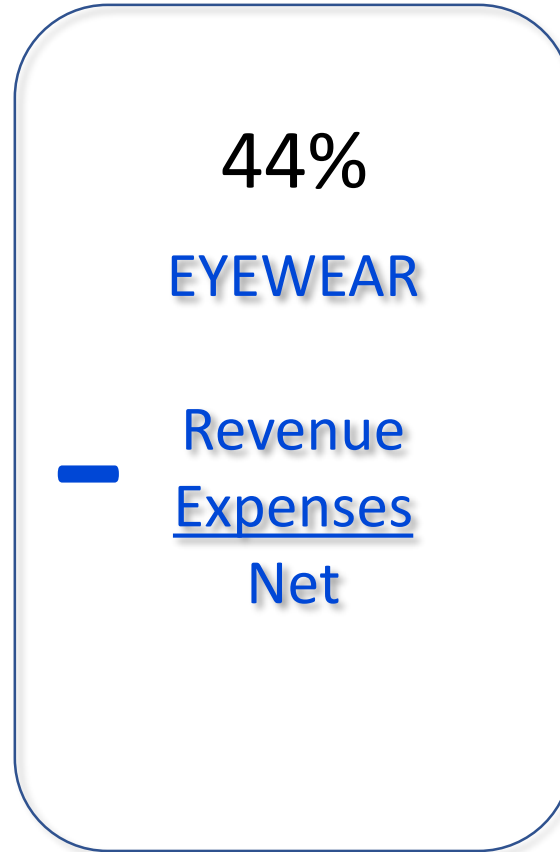
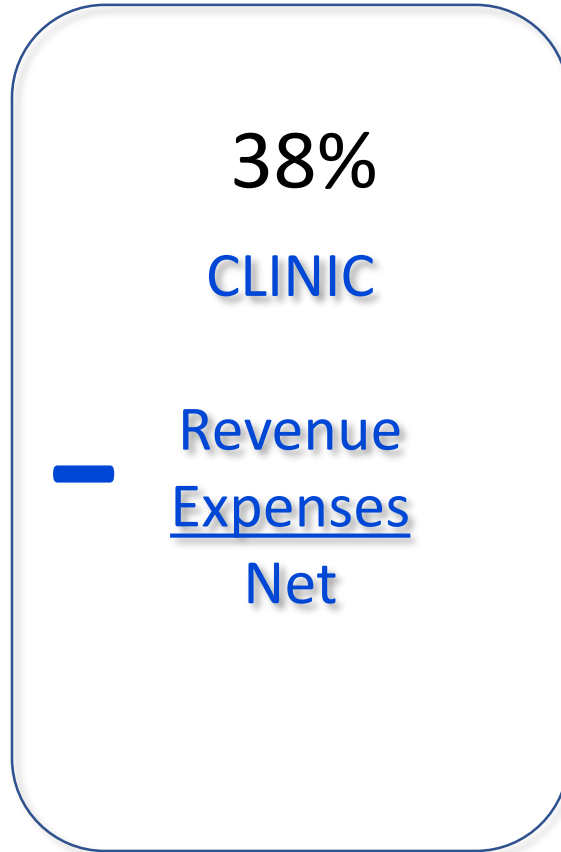


A grayscale photograph of an optical store interior. The scene features several tall, white display racks filled with eyeglasses, arranged in rows. In the foreground, there is a long, white counter with multiple drawers. To the right, a large potted plant stands near a window. The overall atmosphere is clean and professional.

# Frameboard management

Mark Wright, OD, FCOVD

# Create Profit Centers



# Ave optometric practice income & expenses

How money comes into a practice	
Clinic	38%
Eyewear	44%
Contact Lenses	16%
Other	02%

Eye Exams = 21%  
Medical Eye Care = 17%

Frames = 21%  
Spectacle Lenses = 23%

**COGS Range 27-33%, Ave = 29%, Goal = 25%**

Am I in the right place?





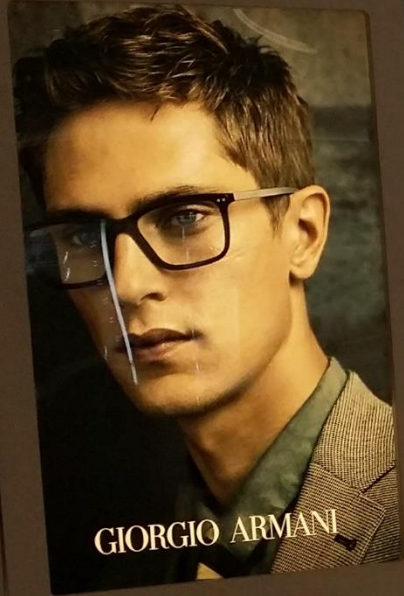








GIORGIO ARMANI



PRADA  
EYEWEAR



Persol







A large display panel for GUESS eyewear. It features a grid of various eyeglasses. On the left side, there is a vertical strip with a photograph of a woman wearing blue-rimmed glasses. Below the photo, the text "GUESS eyewear" is displayed. In the center, there is a small promotional sign for "Transitions" lenses that says "SEE LIFE IN THE BEST LIGHT". The bottom section of the panel is highlighted in red and contains several pairs of sunglasses.

A large display panel for bebe eyewear. It features a grid of various eyeglasses. In the center, there is a vertical strip with a photograph of a woman wearing black-rimmed glasses. Below the photo, the text "bebe" is displayed. On the left side, there is a red circular promotional sign that says "CLEARANCE \$69.95". In the center, there is a sign for "MY FOCAL" lenses that says "THE LATEST IN DIGITAL PROGRESSIVE LENS TECHNOLOGY".

A large display panel for eyewear. It features a grid of various eyeglasses. On the right side, there is a large red promotional sign that says "50% OFF TWO PAIRS!". On the left side, there is a red circular promotional sign that says "CLEARANCE \$69.95".

A large display panel for CHELSEA MORGAN eyewear. It features a grid of various eyeglasses. On the right side, there is a vertical strip with a photograph of a woman wearing glasses. Below the photo, the text "CHELSEA MORGAN" is displayed.





# Ray-Ban®



# HIDDEN COSTS



What does it cost you to have a  
Frame on your Frameboard?

**\$15**

- Ordering the frame
- Unpacking the frame
- Checking in the frame
- Adjusting the frame
- Putting the frame on display
- Cleaning the frame

## Frames Inventory Guidelines

### Annual Gross Revenue

	<u>\$500,000</u>	<u>\$800,000</u>	<u>\$1.1 million</u>	<u>\$1.4 million</u>	<u>\$2 million+</u>
Median annual frames inventory turnover	1.2-1.4	1.6-1.8	1.8-2.0	2.2-2.4	2.0-2.7
Ideal frames inventory	700-800	750-850	900-1,050	950-1,050	1,250-1,400
Excessive inventory	1,000+	1,100+	1,400+	1,600+	2,000+
Insufficient inventory	<600	<675	<800	<900	<1,100

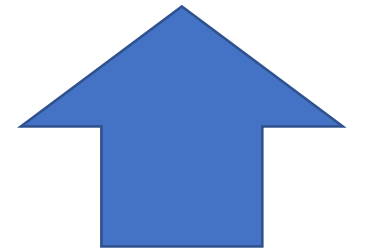


What is the minimum number of frames of any line to display on your frameboard?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14



14/28



# Adult Frame Distribution

40 – 30 – 30

# FRAMEBOARD DISTRIBUTION

Sample practice

\$0-200	22%
\$201-280	37%
\$281-360	18%
\$361-449	13%
$\geq$ \$450	10%

# FRAMEBOARD MANAGEMENT

PRICE POINT	HOW MANY	# SOLD
> \$500		
\$450 - \$499		
\$400 - \$449		
\$350 - \$399		
\$300 - \$349		
\$250 - \$299		
\$200 - \$249		
\$150 - \$199		
\$100 - \$149		
<\$100		

Fashion Forward  
Contemporary  
Conservative

MEN's  
WOMEN's  
UNISEX

CONSERVATIVE		
PRICE POINT	HOW MANY	# SOLD
> \$500		
\$450 - \$499		
\$400 - \$449		
\$350 - \$399		
\$300 - \$349		
\$250 - \$299		
\$200 - \$249		
\$150 - \$199		
\$100 - \$149		
<\$100		

**MEN - CONSERVATIVE**

PRICE POINT	HOW MANY	# SOLD
-------------	----------	--------

> \$500	
---------	--

**MEN - CONTEMPORARY**

PRICE POINT	HOW MANY	# SOLD
-------------	----------	--------

> \$500	
---------	--

**MEN – FASHION FORWARD**

\$450 - \$499	
---------------	--

\$450 - \$499	
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PRICE POINT	HOW MANY	# SOLD
-------------	----------	--------

\$400 - \$449	
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\$400 - \$449	
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> \$500		
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\$350 - \$399	
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\$350 - \$399	
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\$450 - \$499		
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\$300 - \$349	
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\$300 - \$349	
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\$400 - \$449		
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\$250 - \$299	
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\$250 - \$299	
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\$350 - \$399		
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\$200 - \$249	
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\$200 - \$249	
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\$300 - \$349		
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\$150 - \$199	
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\$150 - \$199	
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\$250 - \$299		
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\$100 - \$149	
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\$100 - \$149	
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\$200 - \$249		
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<\$100	
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<\$100	
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\$150 - \$199		
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\$100 - \$149		
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<\$100		
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# Managing COGS

- **Manage purchases**
  - Buy discounted frames
    - Buy the reps' bag
    - Purchase end runs
    - Purchase discontinued lines
  - Utilize prompt pay discount
  - Buy in bulk
  - Consolidate vendors
- **Manage utilization**
  - Manage inventory
    - Selling off the board
    - Static frameboard
  - Manage shipping & handling fees
  - Manage shrinkage



Thank You