

Markdown Checklist

Use this checklist as a quick reference before marking anything down. Many of these metrics are visible inside [The Uniform Solution's Insights](#).

Inventory Health:

- Inventory turns below **2.5–4x annually**
- Weeks on hand above **12-16 weeks**
- 90+ days in stock with slowing velocity

Sell-Through & Performance:

- Less than **60–70% sell-through** by mid-lifecycle
- Underperforming vs. category average
- Size-level sell-through shows broken curves

Program & Seasonality

- Contract or program ended
- Seasonal window closing or closed
- Replacement styles arriving within **30–60 days**

Profitability

- GMROI below acceptable threshold
- Projected sales won't cover the ongoing inventory cost
- Exit price defined between **40–60% off**

Returns

- Return percentage materially above category norm
- Fit or quality issues driving repeat returns

If multiple bubbles are checked, a markdown is likely the right move.

