

THE FIRST 90 DAYS

Retail & E-Commerce · Brisbane Broncos

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Listen first. Back the team. Deliver measurable results.

01-30

UNDERSTAND & BASELINE

BASELINE

LISTEN, LEARN AND GET TO KNOW THE TEAM

- Build relationships with the GM, retail, warehouse, e-commerce teams and key suppliers.
- Map the customer journey end to end, from discovery to returns.
- Learn store, POS, stock and game-day workflows, the footy calendar, launches and lead times.
- Review revenue, margin, conversion, AOV, stock accuracy, fulfilment and returns.

OUTPUTS

- Clear performance baseline
- Stakeholder and systems map
- Opportunities and risks
- Performance priorities agreed with the GM

BASELINE SET

COMMERCIAL

Revenue and gross margin	BASELINE D1-30
E-commerce conversion	BASELINE D1-30
Average order value	BASELINE D1-30

CUSTOMER

Customer satisfaction	BASELINE D1-30
Returns and complaints	BASELINE D1-30

INVENTORY & OPS

Inventory accuracy	BASELINE D1-30
Availability and sell-through	BASELINE D1-30
On-time dispatch	BASELINE D1-30

GAME DAY

Sales per event	BASELINE D1-30
Priority stock availability	BASELINE D1-30
Labour efficiency	BASELINE D1-30

The goal: a stronger, more connected retail and e-commerce operation, built on the expertise already in the team.

31-60

PRIORITISE & PILOT

PILOT

BACK THE BIGGEST OPPORTUNITIES

- Rank opportunities by commercial impact, customer benefit and effort.
- Dig into what the data flags: conversion, merchandising and mobile.
- Check stock visibility, replenishment and game-day availability.
- Pick one or two practical pilots with the team, each with a clear owner.

Evidence sets the priorities. Plenty is already working well.

OUTPUTS

- Agreed, prioritised roadmap
- KPIs and owners for each pilot
- Baseline measures to track against
- Early wins where the data supports it

TARGETS AGREED FROM DAY 30

61-90

IMPLEMENT & MEASURE

EMBED

TURN INSIGHT INTO RESULTS

- Measure pilots against the baseline and agreed targets.
- Build what works into everyday processes.
- Sharpen reporting and confirm KPI owners across each area.
- Plan the next six months with the GM and team: digital growth, stock and game-day trading.

OUTPUTS

- 90-day performance review
- Results, lessons and open risks
- Agreed KPIs, owners and reporting rhythm
- Six-month roadmap aligned to club goals