

Review seasonal seed stock without confusing sales and demand

A seasonal seed-stock review is most useful when it distinguishes what sold from what customers wanted, what remained available, and what the figures alone cannot explain. This review worksheet turns sales records into documented actions for the next buying season without treating stock quantities as proof of quality or guaranteed future demand.

1. Reconstruct the selling season

Create one record for each article and record when it became available, when it received prominent display, and whether it was unavailable during the season. Compare similar selling windows where possible, rather than judging a late arrival by the same total as a line with a full season of visibility. Keep changes to display, price, or description beside the timeline.

Add a separate note for customer requests that could not be fulfilled. Do not convert these requests into guaranteed orders. Distinguish a request for a specific named variety from general interest in the crop: the first may support an article-level buying decision, while the second may indicate a need to review the category's structure.

For each line, write a short explanation that connects its sales result with its availability and visibility. Label this as an explanation to investigate, not an established cause.

2. Classify core items and experiments

Sort the reviewed articles into dependable core items and trial lines. For a core item, consider its established role in the range. Was it available when customers expected it? Did it remain a familiar choice that supported repeat business?

For each experiment, state the question that justified introducing it. A modest sales total can still provide useful information if the trial tested a clear aspect of customer interest and revealed what shoppers valued. Before expanding a successful experiment, check whether its result depended on a one-off promotion or a narrow group of enthusiastic buyers. If the evidence is limited, consider a measured increase and another review point.

Do not remove a slow line solely because its total was low. Check whether customers could find and understand it first, and review the timeline before drawing a conclusion.

3. Assess remaining seed and separate decisions

List remaining quantities by article and lot. Check the supplier's handling instructions and the available records for the material. A stock figure does not establish future germination performance. If carry-over is being considered, resolve the relevant quality and documentation questions through the appropriate process rather than relying on the appearance of the container.

Keep two decisions separate. The commercial decision concerns demand, category role, space, and packing time. The biological assessment concerns the suitability of the material for a later season. A line may be reduced because it ties up space or packing time even if the seed remains usable. Likewise, strong previous sales do not remove the need for a separate suitability assessment.

4. Set actions and prepare the next review

Give every retained or changed line one clear action: maintain quantity, adjust the timing, improve the description, trial a smaller amount, or stop reordering. Record the reason in one sentence. This creates a

concise record for the next purchasing discussion and prevents repeated debate once the available evidence has been gathered.

Invite the person who packed the seed and the person who answered customer questions to participate. Their observations may identify handling or description issues that a sales spreadsheet cannot show. Record these impressions as points to investigate rather than proven causes.

Finally, compare the proposed range with storage and packing capacity. A larger buying list is not an improvement if the team cannot label, present, and support it accurately. End the review with a small set of specific changes that can be evaluated when next season's results show whether they helped customers and the business.

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