

Daily Crisis Brief — SKU HH-4420 Peak Coverage

Peak 2025 · DC-07 Memphis · Case #SC-1187

TO: Replenishment team; Store Ops; E-commerce fulfillment

FROM: Marcus Lee, Director of Supply Chain Operations

DATE: November 21, 2025 · 07:15 CST

RE: Black Friday "7" · Ceramic heater stockout risk

Situation

Hero SKU HH-4420 (24" ceramic tower heater, \$79.99) drives 11% of peak-week revenue. Network fill rate dropped to 82%. DC-07 has 820 units on hand versus policy safety stock of 1,200. Forecasted peak demand is 2,400 units per week.

| Metric | Current | Target / policy |
|-----------------------|-------------|---------------------|
| On-hand (DC-07) | 820 units | Safety stock: 1,200 |
| Days of cover | 4 days | "e14 days at peak |
| Weekly demand | 2,400 units | Demand plan v4.2 |
| Network OTIF (30-day) | 71% | Target 95% |
| Open backorders | 1,240 units | — |

Immediate decisions needed by 10:00 today

- Authorize partial expedite from WarmTech — 400 units via air freight, 5 business days.
- Issue RFQ to backup vendor HomeHeat Co. (quote on file: 1,500 units in 10 days).
- Activate Tier-1 allocation per SOP 4.12 — no silent stockouts.
- 18 Tier-1 locations plus e-commerce will stock out within 96 hours without action.

