GAME PLAN

MY FIRST 90 DAYS

RETAIL & E-COMMERCE · DOLPHINS · BEN ROBINSON

benrobinson@me.com
+65 8688 0551
benwantsthedolphins.shop

AVAILABLE LATE 2026 / EARLY 2027

I'M NOT HERE TO CHANGE EVERYTHING. LEARN HOW THINGS RUN, BACK THE GM'S PRIORITIES, KEEP WHAT WORKS AND ADD VALUE WHERE THE NUMBERS SAY IT COUNTS.

DAYS 1 TO 30 · PRE-SEASON

LEARN /

- Meet the GM, retail, membership and marketing teams, and key partners
- Work game days and spend time in the store
- Learn phins.shop's setup, stock and fulfilment

OUTPUTS

- Performance baseline
- Opportunities and risks, shared with the GM

DAYS 31 TO 60 · TRIALS

PICK /

- Agree priorities with the GM and team
- One or two pilots on phins.shop, each with an owner
- Support the 2027 range rollout with the team

OUTPUTS

- Agreed roadmap
- Targets set against the baseline

DAYS 61 TO 90 · ROUND 1

DELIVER /

- Measure the pilots and keep what works
- One calendar for kit, membership and events
- Weekly and monthly reporting in place

OUTPUTS

- 90 day review
- Six month plan with the GM

WHAT I'D MEASURE /

Baseline first. Targets agreed with the GM.

ONLINE	LAUNCHES AND MEMBERSHIP	STOCK AND FULFILMENT	STORE AND GAME DAY
Revenue and margin	Launch-day sell-through	Stock accuracy	Sales per event
Conversion	Site speed on big days	Sell-through	Stock availability
Average order value	Membership sales and renewals	On-time dispatch	Customer satisfaction