

Executive Summary — Week of October 19, 2026

Prepared for the owner · Monday, 7:00 AM · SAMPLE — fictional client; every figure is illustrative

REVENUE (WEEK)	GROSS MARGIN	CASH RUNWAY
\$112K ▲ 6.2% week over week	38.4% ▲ 1.1 pts	7.2 mo — steady

What changed

Online orders rose 14% week over week. Wholesale was flat — the growth is real, and it's concentrated in one channel.

Why it matters

Online is your best-margin channel, so mix shift alone added about a point of margin. It also masks wholesale slippage you'd otherwise miss until quarter-end.

What we're watching

Inventory cover on your top five SKUs fell below three weeks. At the current online pace, that's a stockout risk inside the month. SKU-2210 is already at 1.9 weeks.

Recommended action

Approve the reorder in Friday's packet. No other decisions needed this week.

Decisions needed from you: 1

The reorder approval above. Everything else this week is handled.

All figures validated against source before publication. One check failed Tuesday (freight table refresh) and was corrected before this brief was issued.