

## Merchandising

Good merchandising is critical for any product-oriented retailer. It has been said that the best marketing in the world cannot sell bad merchandise. Successful multi-channel businesses understand which products make the most money and how they impact overall profitability. Having timely and easy information allows you to continuously refine the effectiveness of your product mix.

**Manage Metrix** applies industry best-practices and key performance indicators to allow you to:

- See the detailed net profitability (or loss) of each SKU when "all costs" are considered
- Identify and exploit your product winners, and flush out and retire your losers
- See if your most popular products are really your most profitable products
- Minimize the expenses of necessary loss-leaders
- Base merchandise decisions on facts and results – not emotions
- Understand attributes of profitable products
- Evaluate how different sales channels perform for your merchandise categories
- Know which categories to grow or contract
- Understand profitable price ranges
- Score vendors on delivery history, product performance and profitability
- Synchronize your Merchandising with Marketing and Inventory plans

### Why is this usually so hard to do?

- Shear volume of items prohibits easy analysis at either a summary or detail level
- Time, resources and skills limit ability to evaluate merchandise "winners" and "losers"
- Best sellers may not be "winners" if all costs are not available for analysis
- Demand trends on sizes, colors or other product characteristics are not visible
- Sales, returns and cost details can be in different systems and inconsistent formats
- Existing systems offer limited analysis of product categories or attributes
- Vendor performance takes time to gather, and it is hard to compile historic performance
- Merchandising mix is not evaluated often enough or soon enough to impact the bottom line
- Time and resources usually only allow a small sub-set of SKUs to be analyzed

**Want to make it easy?** The magic of **Manage Metrix** is how it transforms your data into actionable information that empowers you to optimize your merchandising efforts. Point and click on Key Performance Indicators to quickly and easily see both summarized and detailed results for:

#### Product Profitability

- The real contribution of a SKU – after marketing, operational, and other costs are considered
- Charts and details by decile to identify top (and bottom) selling merchandise
- SKUs ranked by gross dollars, demand quantity and profitability
- Identifying which products should be carried over or discontinued

#### Price Range Analysis

- Profitability by price ranges, and by gross and net contribution
- Detailed price range profitability results by product category
- Price range results by marketing offers and by sales channels

#### Vendor Scorecard

- Produce a relative score for each vendor based on compliance, returns, demand, and delivery performance

#### Plan to Actual

- Analyze and understand performance mid-promotion, and not just post-mortem