

CONTROL – Merchandising

INTRODUCTION

The CONTROL merchandising module makes it easier to encourage consumer spend, and helps you effortlessly manage this area by centralising all components (like stock, pricing and promotions) into one centralised system. For example, it lets you easily maintain the stock range and promotions you want, with all the information you need. Additionally, your range and offers can vary by store, region, customer type, etc.

Importantly, the **Merchandising module integrates fully with the Inventory, Point of Service, Order Entry and Invoicing, Online Store, eBay and Replenishment** modules – providing complete control and visibility over merchandising.

CONTROL MERCHANDISING FEATURES

Flexible and comprehensive Stock Maintenance

CONTROL allows the creation and maintenance of stock item records by spreadsheet, groups of items, or by individual record maintenance.

CONTROL provides over 100 user-maintainable and logically grouped fields for each stock record in the database. Listed below are some of the fields that can be maintained per item:

- > Multiple short and long descriptions, including detailed descriptions for online stores or eBay listings.
- > Multiple images.
- > Colours and sizes available.
- > Multiple product groups that the item belongs to.
- > Multiple suppliers that can supply the item (and the supplier's item code and cost per supplier).
- > Minimum, maximum quantities, buying multiple, minimum order, etc.
- > Multiple user-definable fields.
- > The components of an item.

Model stock levels can be specified per product type and per store (and per colour and size where applicable). New items can use the pre-configured model stock levels.

Easily manage Merchandising across multiple locations

- > An item can be configured to be available in one location (store or warehouse) or a group of locations or all locations.
- > Locations can be grouped by geography or by location type, e.g. "A" class stores, "B" class stores, etc.
- > Separate stock level and pricing information may be held for each location, so that unique stocking requirements of each individual store/location can be taken into account.

Access a range of Flexible Pricing and Promotional features

- > The "standard" price for an item can vary based on the store, the state, the customer purchasing the item or the quantity purchased.
- > Prices can be inclusive or exclusive of tax. Tax rates can vary per store and specific items and customers can be set as tax exempt.
- > Promotions types include:
 - Special price for an item
 - Discount percentage for a range of items or store wide
 - Buy one, get another one, or a "gift item", free
 - Buy one, get one at a discount
 - Buy N items, get one free or at a discount or get a "gift item" free
 - Buy N items for a fixed price
 - Spend a specified amount and get a discount or discount voucher
- > Promotions can be targeted or restricted as follows:
 - A specific store
 - A group of stores
 - A customer group
 - Product Group
 - Date range,
 - Day or days of the week
 - Time of Day
 - Every Nth sale
 - Based on a birthday range (e.g. customers with birthday this month) or a birth date range (e.g. customers with a five-year-old child).

Any logical combination of the above restrictions is allowed.

Take advantage of other Special Merchandising features

- > Full style / colour / size (and sub-size) facilities.
- > Facilities for stock items with serial numbers - for warranty, stock tracking or recall purposes.
- > Facilities for handling consignment stock, with optional automatic generation of suppliers' invoices for the consignment stock sold.
- > Correct calculation of quantity sold where sale is by value rather than quantity, e.g. Petrol, etc.
- > A stock item may be purchased in one unit, held in another, sold in another, and priced in another – with automatic conversion between the units.
- > A single stock item may be sold in multiple sizes and forms (e.g., by the tonne, box, bag, or each), while maintaining accurate stock control.
- > An item can allow or disallow decimal quantities.
- > Special facilities for non-stock items such as services.
- > Items can be specified as rental
- > Items can be non-returnable.

SUMMARY

CONTROL's integrated Merchandising system enables you to get the most out of sales across multiple stores including online, and lets you easily provide the right pricing and targeted promotions to different customers. Most importantly, it takes the complexity out of merchandising and provides enhanced control over this area.

Significantly, CONTROL Merchandising has been designed by Creative Computing, a retail software vendor of more than 25 years where we aim to deliver practical retail software innovations that assist retailers to compete better locally and internationally.