



A SECOND CHANCE TO SELL AT FULL PRICE

**It is the middle of January. Holiday season is over. Spring is around the corner.**

Current in-store inventory positions are very different from the initial allocation. Some SKUs are completely sold out in certain stores, while inventories for the same SKUs had barely moved at other locations. After holidays merchandise returns are compounding the problem. How to free up Open-to-Buy for the spring/summer purchases?

**It looks like the seasonal merchandise is there to stay unless you dump it.**

But wait! Retalon offers you a second chance to sell the merchandise at full price and fast!

**What products did sell and where?**

Those products that were in demand in those specific locations. These could be only some styles, colors, or sizes that were sold based on stores' demographics, climate, or locale.

**What is left unsold?**

Those products that are in demand in some other specific locations.

So, why lose the Gross Margin to massive discounts or dumping the merchandise to liquidators?

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**Here's a new service from Retalon that gives you a second chance to sell the remaining merchandise at full price and fast! Retalon Field Inventory Balancing puts the remaining products where customer demand is.**

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**Simple? Yes.**

And, did we mention this is a service? So there is no need to buy any complex software systems. No need to install, deploy, or integrate anything.



## What is Retailon Field Inventory Balancing Service?

At the beginning of each season merchandise gets allocated based on initial assortment decisions. The experience shows that sale velocities for the same SKU is different in different stores.

After a few weeks of sales, some retail stores are completely sold out on one SKU position, while the same SKU is in abundance in other stores. Additionally, due to the geo-demographic disparity the end-of-season does not arrive at the same time in all stores. While some stores continue to sell the "end-of-season" merchandise well, others need to transfer the same merchandise out to make room for a new season line up.

Retailon Field Inventory Service tracks demand for all SKUs in all stores, and generates intra-stores transfer schedules for merchandise that can be sold faster at full price elsewhere.

It allows you to feed the consumer demand in certain stores, and at the same time dramatically decrease the costly over-stock at other stores.

Retailon service includes business analysts, who work closely with you, ensuring all the necessary business policies, assortment requirements and store capacity restrictions are followed.

Retailon Field Inventory Balancing Service meets customer demand with all available field inventory according to the most up-to-date trend signals. The feasibility of each merchandise transfer is evaluated against the transportation costs. Thus, the net benefit of each suggested transfer is always known in advance.

## Why bother?

Retailon Field Inventory Balancing Service is the fastest and the most cost-effective way to:

- Ensure product on-shelf availability in stores, where merchandise sells
- Increase sales volume and inventory turnover
- Achieve higher GMROI (reduce the need for markdowns)
- Free-up shelf space for new merchandise
- Free-up Open-to-Buy for new purchases

## Why Retalon Field Inventory Balancing Service?

Retailers, who attempt to transfer merchandise between stores, find the enormity of the task daunting.

The need to correctly assess the past and future performance of every SKU at the store level is the first hurdle on the way to merchandise reallocation. In addition, the inventory levels of "from" and "to" stores, square footage, assortment, local demographics, and other store attributes must be considered.

Above all, the costs associated with the physical transfers must be taken into account to ensure the feasibility of merchandise reallocation.

Just 100 out-of-stock SKUs in some 100 stores create hundreds of thousand possibilities for merchandise reallocation. To determine the most efficient transfer schedule, which satisfies all business policies and criteria, requires a planner to consider hundreds of million combinations.

Retalon is only organization that has built a proven service offering that converts all retail stores into one large distribution center.

## What's required?

A report of field inventory/sales data is all that's needed.

## How do I begin?

Contact us today and we will put you in touch with a Retalon business analyst to get the process underway.

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