MICRO-MERCHANDISING

Each retail outlet in a multi-store operation develops its own individual product performance profile. Retailers, who recognize the phenomenon, attempt to customize each store’s assortment according the local geo-demographics trends. Matching store-specific merchandise assortment to local demand is called micro-merchandising. A number of forward-looking retail chains have already adopted the micro-merchandising methodology. However, most micro-merchandising tools are static, while geo-demographics trends and product life cycles are dynamic.

Retalon offers a dynamic Micro-Merchandising system that proactively matches categories of merchandise to groups of stores according to user-defined business rules.

The direct benefit of dynamic Retalon Micro-Merchandising is an improvement in customer service levels.

RETAILON MICRO-MERCHANDISING SYSTEM

Retalon Micro-Merchandising system plays an important role in many retail business processes. Specifically, Merchandise Planning, Assortment Management, Allocation and Replenishment, Promotion Event Management, all depend heavily on the efficacy of Retalon Micro-Merchandising system.

Arranging all stores and products into arbitrarily selected clusters of stores and products according to a user-defined set of attributes is the primary functionality of Retalon Micro-Merchandising system.

Retalon Micro-Merchandising system allows users to:

- build and maintain dynamic store clusters based on a variety of business attributes, geo-demographic hierarchies and performance
- build optimal product clusters based on category hierarchies, product attributes and products/categories performance
- determine the correct assignment of product groups to store clusters
- learn which product to be sold at what store to satisfy a chosen category strategy
RETALON MICRO-MERCHANDISING FEATURES:

CLUSTERS

- User-defined alarms when existing clusters no longer satisfy business objectives
- Fine-tuning of cluster content through manual item exclusions/inclusions
- Export/import of clusters to/from third party systems

CLUSTERS - STORES

Automatic formation of store clusters based on any combination of
  a. store attributes
  b. store contribution codes
  c. any geo-demographics level
  d. sales performance of any product category

- Support for multiple business channels (mall stores, outlets, e-commerce, dealers)
- User-defined policies for automatic store cluster formation
- User-defined policies content management tool
- Side by side comparison views of clusters vs. user-defined performance measurements
- Support for store cluster groups, divisions and traits
- Individual stores can belong to any number of different store clusters, cluster groups, divisions
- Capacity to account for new or closed stores

CLUSTERS - MERCHANDISE

- Automatically determines optimal merchandise assortment for a specific store cluster
- Automatic formation of product clusters based on any number of merchandise attributes
- Capacity to form product clusters based on any level of product hierarchy
- Capacity to form product clusters based on any number of selected products or levels of product hierarchy
- Capacity to form product clusters according to product actual performance
- User-defined policies for automatic product cluster formation

RETALON MICRO-MERCHANDISING BENEFITS

RETALON Micro-Merchandising Module delivers the following benefits to retailers:

- Improved Customer Service Levels
- Greater customer satisfaction
- Increased Sales
- Improved Gross Margin
- Rise in staff productivity
- Reduced cost of sales
- Greater return on investment in inventory

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