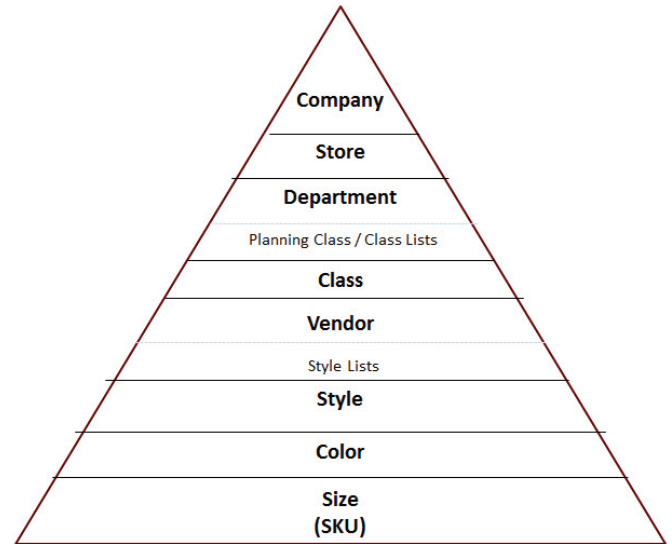


MERCHANDISE MANAGEMENT

All things being equal, a retailer using effective merchandising tools can expect to increase sales by 20%, improve gross margins by 3-5 basis points and increase turn rates by 20-50%. The financial impact is the difference between profit and loss in a retail business. The cornerstone of **Merchant Plus!** is that it is hands down the best merchandising system available. Even major retailers don't have the power at their fingers as Smyth Retail clients.



REPORTING TOOLS

- Stock Ledger Reporting
- Comparative Analysis
- Vendor Performance
- Merchandise Ranking
- Style by Size Grid Analysis
- Style Performance Reports
- Stock Availability Reports
- On Order & P.O. Reports
- Sales & Markdown Analysis
- Auto Replenishment Tools

ASSORTMENT REPORTING

- Size Analysis
- Color Analysis
- Color/Size Analysis
- Attribute Analysis
- Season Analysis

The only way to effectively manage inventory is by controlling dollars to properly balance inventory investments, shifting dollars away from under performing merchandise to areas of opportunity. The key is a merchandising hierarchy and reporting tools that allow for a top down view of performance. Only by starting at the higher levels (by store then department, class and vendor) can the big picture be effectively managed. Over buying results when trying to manage investments at the detail SKU level (and it takes too long). Instead, drill down and exception reports provide the supporting details once an imbalance is first identified.