

PLAN AND TRACK

The web based Item Planner takes advantage of ERS' platform to provide a sophisticated yet easy to use tool to plan and track the performance of their key merchandise programs.

The **Projected Plan** estimates weekly sales units and dollars, receipts and gross margin based on past history or existing seasonality patterns, weeks of supply model, sell through requirements and promotional activity. Plan at item, style, category, brand, statement or any other custom group. Unlike a spreadsheet based planning tool, Item Planner has smart features that reduces manual entry, copy/paste/vlookup headaches and sharing issues.

Once actuals are available, **Active Plan** is automatically updated and shows side by side comparisons of plan vs. actual. The system then takes the current trend and applies it against the original plan to come up with a revised plan. The user now has more insight to make receipt adjustments or communicate any positive or negative effects unexpected performance had on the plan.

Users can save multiple versions of a plan to compare differences and document changes they make either during the pre-planning process or halfway through the selling season.

Because all fields and values from Item Planner integrate with our Ad-Hoc reporting tool, the user can create reports exactly the way they want them. Pick column fields, reporting level (item, style, brand, etc.), time periods and create key comparisons such as This Year Plan vs. Last Year, Weekly and Cumulative Sell Through, This Year Actual vs. This Year Plan and Last Year, and Receipt Planning. Keeping the organization up to date on plan performance is easy using the reporting tool's ability to schedule and automatically email reports without logging in. That ensures seamless and effortless communication and collaboration.



"Analytic insight is like having an onboard navigation system. It predicts the road ahead and offers up the best path to reach your destination, in spite of constantly changing circumstances."

Introducing Item Planner

ITEM PLANNER BENEFITS

- ▶ Provides the sales team with the capability to collaborate more effectively with the buyer in terms of the financial side of the business.
- ▶ Improve forecasting accuracy of wholesale inventory needs based on real time information.
- ▶ Ability to determine the optimum cost, or the end of season margin based on a given cost.
- ▶ Assess risk on margin guarantees and check the validity of the buyer's plan.
- ▶ Facilitates "what if" scenarios. Change any parameter and immediately see the net effect.
- ▶ Eliminates surprises. See how your business is doing every week- the sales, inventory and expected end of season profit.
- ▶ Produces reports in a format that buyers are familiar with.
- ▶ Enterprise friendly sharing capabilities. Provides 1 easy to use platform for planning and tracking the business among all retail accounts and users.



Item Planner is the must-have tool for planners and retail account managers who need to consistently monitor sales, inventory and profitability of their retail programs.

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ITEM PLANNER FEATURES

Original Plan Units : 50000 Cost : 4.50 Plan Start Week: 716
 Revised Plan Units : 60000 Ticketed Price : 20.50 WOS Model : 12
 Calendar Date : 03/19/2016 Margin Goal : 42.0 Version : Version 2

WK	Curve	Plan Units	Plan Invtry	Receipts	Plan St%	% Off	Avg Rtl	Plan \$	Plan GP%	Adjust	WOS
WK35	0.020	1000	14000	1500	8.0	25	15.38	\$15,380	70.7	0.0	12
WK36	0.020	1000	14000	1000	7.7	25	15.38	\$15,380	70.7	0.0	12
WK37	0.030	1500	14000	1000	11.5	25	15.38	\$23,070	70.7	0.0	12
WK38	0.020	1000	14000	1500	8.0	25	15.38	\$15,380	70.7	0.0	12
WK39	0.020	1000	14500	1500	7.7	25	15.38	\$15,380	70.7	0.0	12
WK40	0.030	1500	14500	1000	11.1	25	15.38	\$23,070	70.7	0.0	12
WK41	0.020	1000	14000	1000	7.7	25	15.38	\$15,380	70.7	0.0	12
WK42	0.020	1000	13000	0	7.7	25	15.38	\$15,380	70.7	0.0	12
WK43	0.030	1500	12000	0	12.5	25	15.38	\$23,070	70.7	0.0	12
WK44	0.020	1000	10500	0	9.5	25	15.38	\$15,380	70.7	0.0	12
WK45	0.020	1000	9500	0	10.5	25	15.38	\$15,380	70.7	0.0	12
WK46	0.030	1500	8500	0	17.6	25	15.38	\$23,070	70.7	0.0	12
WK47	0.020	1000	7000	0	14.3	25	15.38	\$15,380	70.7	0.0	12
WK48	0.020	1000	6000	0	16.7	25	15.38	\$15,380	70.7	0.0	12
WK49	0.030	1500	5000	0	30.0	25	15.38	\$23,070	70.7	0.0	12
WK50	0.030	1500	3500	0	42.9	25	15.38	\$23,070	70.7	0.0	12
WK51	0.020	1000	2000	0	50.0	25	15.38	\$15,380	70.7	0.0	12
WK52	0.020	1000	1000	0	100.0	25	15.38	\$15,380	70.7	0.0	12
Total To Date:		30000		45000	24.5		15.38	\$745,460	70.7		
Proj Plan:		60000		60000				\$922,800			

Month	Curve	Plan Units	Receipts	Plan \$	Plan GP \$	Plan GP%
March	0.07	3500	14500	\$53,830	\$53825.5	70.7
April	0.12	6000	5500	\$92,280	\$92275.5	70.7
May	0.09	4500	5000	\$69,210	\$69205.5	70.7
June	0.09	4500	4500	\$69,210	\$69205.5	70.7
July	0.12	6000	6000	\$92,280	\$92275.5	70.7
August	0.09	4500	4500	\$69,210	\$69205.5	70.7
September	0.1	5000	4500	\$76,900	\$76895.5	70.7
October	0.11	5500	6000	\$84,590	\$84585.5	70.7
November	0.1	5000	4500	\$76,900	\$76895.5	70.7
December	0.11	5500	5000	\$84,590	\$84585.5	70.7
January	0.1	5000	0	\$76,900	\$76895.5	70.7
February	0.1	5000	0	\$76,900	\$76895.5	70.7
Total	1.20	60000	60000	\$922,800	\$922746	70.7

Calculate Optimum Cost

Cost : Make this the new Cost
 Margin Goal: Make this the new Margin Goal

- ▶ Plan and track sales units, sales dollars, average unit retail, gross profit and inventory levels. Ability to compare Plan versus Last Year and This Year Actual.
- ▶ Assess risk on margin goals. Enter the margin goal and the system shows the net effect on profit based on the cost, retail and promotional activity. Change any parameter and see how those changes affected the profitability.
- ▶ Calculate the optimum cost- the cost at which the margin goal is met given all the other parameters. Or determine what margin goal you should accept based on a given cost.
- ▶ Retailer loads (shrinkage, handling fees, etc.) can be included in profit calculations in either dollar amounts or on a percentage basis.
- ▶ Plans can be built for both seasonal and long running items. Perfect for helping the buyer construct ladder plans.
- ▶ Every week the system shows the sales trend and projected profit or loss for the total plan. Always know where you are on the profit line.
- ▶ Fine tune receipt flow in season based on actual results to ensure a "clean" season.
- ▶ Set up plans at any level- SKU, style or category. Plans can be "rolled-up" to provide summary information.
- ▶ Use past history, like items, or existing system sales curves as the basis for new plan.
- ▶ Integrates with our Ad-Hoc reporting tool to derive custom reports the way you want them.
- ▶ Integrates and shares resources with intelligentretail.net.

ACTUAL VS PLAN

WK	P UNITS	A UNITS	G/L	INV NDS	ACT INV	P SLS \$	A SLS \$	G/L	P GP%	A GP
1	1219	1250	2.8%	16450	46000	\$11871	\$12005	1.1%	58.90%	58.41
2	1219	1249	2.5%	16948	45000	\$11871	\$12008	1.2%	58.90%	57.9
3	1422	1570	10.4%	16145	45500	\$13850	\$14590	5.3%	58.90%	57.81
4	1422	1560	9.7%	16145	44500	\$13850	\$14620	5.8%	58.90%	57.71
5	1422	0	-16%			\$13850	\$	-18.5%	58.90%	57.71
FEB	6702	5629	-16%			\$65293	\$53223	-18.3%	58.90%	57.71
6	1523	0	-100%	16095		\$1483				\$1477
7	1625	0	-100%	15942		\$1292				\$1108
8	1422	0	-100%	15688		\$1187				\$5361
9	1219	0	-100%	15790		\$1483				\$1187
MAR	5788	0	-100%			\$1483				\$1088
10	1523	0	-100%	16399		\$1187				\$496
11	1219	0	-100%	17009		\$1088				\$896
12	1117	0	-100%	17516		\$1483				\$1108
MPR	5077	0	-100%			\$896				\$1108
14	1015	0	-100%	18633		\$1108				\$1395
15	1422	0	-100%	20156		\$1395				\$1395
16	1422	0	-100%	22289		\$1395				\$5876
17	1371	0	-100%	26554		\$1395				\$1395
18	1371	0	-100%			\$1395				\$5144
AAY	6600	0	-100%			\$1395				\$1483
19	1371	0	-100%	28737		\$1483				\$1582
20	1523	0	-100%	30920		\$1582				\$6084
21	1625	0	-100%	32159		\$6084				\$5144
22	1725	0	-100%	33154		\$5144				
JNE	6245	0	-100%			\$5144				
RTD	5282	5629	6.6%			\$71.29				\$71.29
MARGIN GUARANTEE:			44.00%			PROFIT/LOSS \$:				\$71.29
MARGIN TO DATE:			57.70%			PROFIT/LOSS \$ ACT:				(\$6.71)

FORECAST AND TREND REPORT

WK	P UNITS	A UNITS	G/L	INV NDS	RECEIPTS	ACT INV	P SLS \$	A SLS \$	G/L	P GP%	A GP%
1	1,130	1,000	-11.50%	17,930	18,000	18,000	\$42,367	\$40,000	-5.60%	50.00%	55.00%
2	1,030	500	-51.50%	17,930	0	18,000	\$46,341	\$35,000	-24.50%	58.30%	50.00%
3	800	2,000	150.00%	17,930	0	17,000	\$29,994	\$40,000	33.40%	50.00%	49.00%
4	820	3,000	265.90%	18,090	10,000	17,000	\$32,993	\$30,000	-9.10%	50.00%	50.00%
5	880	700	-20.50%	18,490	0	18,000	\$29,994	\$33,000	6.60%	50.00%	42.00%
6	970	1,000	-33.00%	31,680	0	18,000	\$29,994	\$22,500	-23.20%	50.00%	42.00%
7	2,240	1,000	-48.70%	32,220	0	21,315	\$83,983	\$27,000	-63.10%	50.00%	43.00%
8	1,950	2,000	32.40%	33,310	10,000	19,258	\$73,110	\$79,850	28.20%	50.00%	42.00%
9	2,960	2,000	-32.40%	33,310	0	16,136	\$110,978	\$45,000	-1.40%	50.00%	41.00%
10	2,360	1,500	-36.40%	35,790	0	25,647	\$90,752	\$92,000	12.60%	50.00%	44.00%
11	2,420	2,500	3.90%	39,230	0	21,094	\$90,752	\$75,000	-19.10%	50.00%	45.00%
12	2,180	2,500	14.70%	42,670	0	18,795	\$81,784	\$75,000	-19.10%	50.00%	45.00%
13	1,880	2,000	51.60%	46,960	10,000	15,420	\$56,989	\$74,000	29.90%	50.00%	46.80%
14	1,520	2,000	-23.00%	49,180	0	23,551	\$71,986	\$65,812	-8.60%	50.00%	46.80%
15	1,920	1,880	-7.70%	49,180	0	21,322	\$105,479	\$94,605	-8.60%	50.00%	46.80%
16	2,290	2,229	-2.70%	48,960	0	18,636	\$109,237	\$83,413	-8.60%	50.00%	46.80%
17	2,760	2,686	-2.70%	44,060	2,000	16,528	\$69,361	\$109,001	-8.60%	50.00%	46.80%
18	2,870	2,307	-2.70%	42,490	0	13,433	\$119,226	\$95,290	-8.60%	50.00%	46.80%
19	1,850	1,801	-2.70%	41,770	0	10,727	\$113,977	\$104,202	-8.60%	50.00%	46.80%
20	3,180	3,095	-2.70%	39,620	0	7,768	\$128,974	\$117,913	-8.60%	50.00%	46.80%
21	2,780	2,959	7.00%	37,640	0	4,420	\$199,460	\$182,354	-8.60%	50.00%	46.80%
22	3,040	3,348	10.00%	35,420	0	-759	\$188,643	\$168,643	-10.60%	50.00%	46.80%
23	5,320	5,178	-2.70%	28,510	0	-5,548	\$184,463	\$191,952	-8.60%	50.00%	46.80%
24	4,920	4,289	-12.70%	24,790	0	-10,998	\$209,958	\$204,634	-2.50%	50.00%	46.80%
25	5,600	5,451	-2.70%	21,040	0	-16,809	\$223,890	\$59,825	-8.60%	50.00%	46.80%
26	5,970	5,811	-2.70%	16,470	0	-20,450	\$69,437	\$5,484	-8.60%	50.00%	46.80%
27	3,740	3,849	2.90%	14,270	0	-21,896	\$8,999	\$5,484	-8.60%	50.00%	46.80%
28	800	467	-41.60%	16,890	0	-22,250	\$11,398	\$10,420	-8.60%	50.00%	46.80%
29	570	779	36.30%	17,710	0	-29,029	\$15,997	\$14,625	-8.60%	50.00%	46.80%