



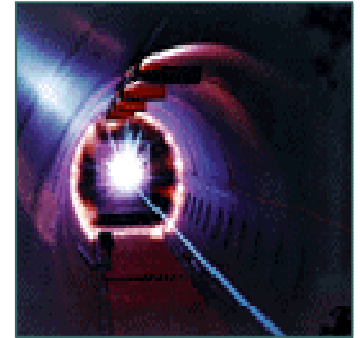
Merchandise Planning with IMPACT

WHAT IS IMPACT PLANNER ?

IMPACT Planner is a powerful but easy to use Windows based merchandise planning system, designed to help retailers to improve the return on investment in their stock by maximising sales potential and minimising stock-outs and mark-down.

- ◆ **IMPACT Planner** allows you to complete weekly category level Retail plans for Sales, Margin, Mark-down, Stock and Intake with Unit and Cost conversions.
- ◆ Every retailer has a different set of planning requirements, so **IMPACT Planner** is designed to offer industry best practice logic, but is flexible enough that it can be customised to meet individual requirements.
- ◆ For calculating margin **IMPACT Planner** offers a choice of Retail Method of Accounting or Realised Sales Markdown method
- ◆ **IMPACT Planner** can be used for pre-season analysis, pre-season planning, in-season re-forecasting and exception-based variance reporting.
- ◆ **IMPACT Planner** provides a blend of speed, cost and flexibility to reduce inventory risk and maximise profit.

Integrated Merchandise Planning Analysis & Control Toolkit



KEY FEATURES

- ◆ Low cost of ownership and rapid ROI
- ◆ PC Windows based
- ◆ Flexible, customisable design
- ◆ Implemented in days
- ◆ Dynamic exception reporting
- ◆ Top down and bottom up planning
- ◆ Uses Industry standard tools
- ◆ Multi-user, client-server architecture
- ◆ Scalable from 1 to 100 users
- ◆ US Retail Method of Accounting or European Hybrid Margin calculations
- ◆ Embedded Excel spreadsheet technology for flexibility, ease of maintenance and ease of use.
- ◆ Multiple plan versions
- ◆ Unlimited alternate hierarchies
- ◆ Full security down to the cell level
- ◆ Integrates to all central transactional systems
- ◆ User defined planning levels
- ◆ Consultancy support

WHY USE IMPACT PLANNER ?

The number one warning sign that a company is in difficulty is "High stock levels, caused by obsolete stock and over-buying, which means cashflow is trapped" - Retail Week April 16th 2004

53% of retailers claim to have no Merchandise planning applications.

Out of stock rate is now measured globally at 8.3%.

Markdowns run at between 15-20% of sales for most soft goods retailers.

A reduction of 1% to out of stock and an increase of 1% achieved margin due to reduced mark-down could add £1 million to the bottom line of £100 Million retailer EVERY YEAR! Improved planning can help to achieve this.



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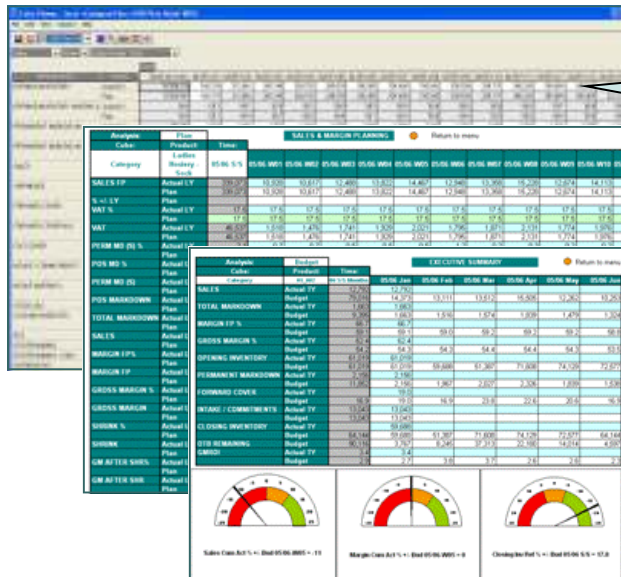
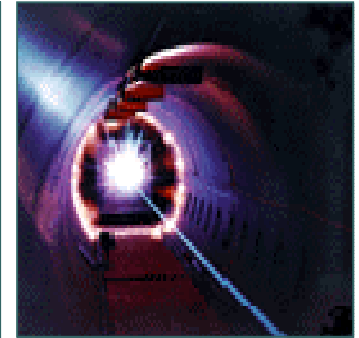
DYNAMIC EXCEPTION REPORTING

Dynamic Exception Reporting automatically lists those product categories whose performance exceeds variances defined by you.

Exception products are ranked based on either a single exception type and/or a weighted total.

This allows your merchandisers to focus their efforts far more effectively than before.

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Use the built in browser to arrange your data in any combination of time, product location and version

Create customised planning templates in Excel in seconds. Data is still linked to the database

Create graphic dynamic exception reports, which will guide your merchandisers to those products where action is needed

WHY IS IMPACT PLANNER BETTER ?

- ◆ Automated data imports increase productivity and reduce errors. You can be productive at 9:02 on Monday morning!
- ◆ The centralised rule file ensures consistent calculations across all product areas.
- ◆ Top down planning allows flexible plan amendments.
- ◆ Automatic and super fast consolidations increase control of the planning process.
- ◆ In-built best practice logic reduces development and maintenance time.
- ◆ Merchandise Plans can be joined up with Financial Budgets and other business plans.

CONTACT DETAILS

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