

## Sales Price Optimization (SPO) – optimum added value for seasonal articles

### Pricing and price reduction optimization

Asking the right price at the right time is essential for companies if they want to survive. This is especially true of fashion articles. With forseason you can make more effective use of information on consumer shopping behavior. Would you like to:

- maximize your turnover with existing stock?
- ensure that your stock levels are lowered in time?
- recognize the effects of price changes immediately?
- minimize re-pricing costs?
- simplify price reduction processes?
- control changes in price specifically?

### Factors influencing pricing decisions

Pricing decisions have a considerable influence on elementary key company data such as turnover, profit and stock developments. To find the right price it is important to estimate the effect of prices as precisely as possible. In this respect many factors have to be taken into account such as:

- Price flexibility / previous price
- Competition
- Product properties
- Life cycle / season
- Work required for price tagging and re-tagging
- Customer profiles (CRM)
- Stocks / clearance times
- Promotional offers

### SPO – the forseason solution

With its Sales Price Optimization (SPO) software forseason supplies a control instrument which assists you in making an important decision – finding the "right" price. All known factors are included in calculating various scenarios for sales development on the basis of accurate forecasts. Including individual targets in its calculation, SPO finds the best combination of potential price reduction dates and price levels. The possible price reduction dates, price levels and the maximum number of price reductions can be programmed.



optimum control – the right price at the right time

### Reliable methods

The employed processes were developed in the field during many years of work and have proven their worth extensively in everyday use. In addition the development and implementation of the processes was scientifically backed within the framework of cooperation with the Institute of Marketing and Trade of the University of Göttingen.



In cooperation with the Institute for Marketing and Trade

effective control | optimum pricing

accurate forecasts | practical know-how

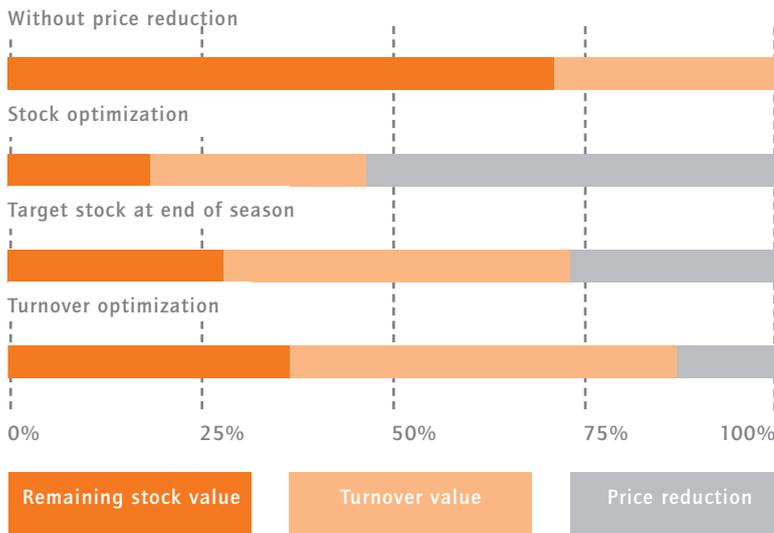
direct integration | extension potential

Einzelne Markenartikel bis zu 50% reduziert

## Optimum added value for seasonal ranges

### Effective control tool

Different targets require different strategies. Sale and price reductions of an article can develop differently depending on the target.



SPO permits the intuitive input of classic strategies and can display the results graphically. In addition manual entries can be taken into account and their effects simulated. With direct connection to an existing inventory control system, practically full integration of the SPO is possible in the familiar user interface. This ensures optimum support of decision makers.

### All-round information utilization

The forseason solution proves its strength where either none or only few data are available from the past; for example for newly introduced articles, fashion or seasonal items. Conventional processes quickly reach their

limits or need helping out with manual user estimates in such cases. Here SPO intelligently uses information obtained from the sales development of other items and which can be effectively applied.

### Intelligent system

SPO features self-adapting processes, e.g. in the field of forecast formula and for handling promotional activities.

### Central installation

This means that the system is widely self-controlling and can learn from changes in sales developments. Problematic cases are automatically signaled by the SPO. Manual intervention is possible at any time. SPO is installed at company headquarters and can therefore be operated, maintained and serviced with minimum input at a central location. Direct connection to existing database and inventory control systems is possible. The advantage in comparison to decentralized installation is a wider information basis and joint use of data. Integration of decentralized clients is possible.

### Extension options

An additional module compiles suggestions on how the existing stock can be distributed among the individual branches. These are included in SPO optimization. The same database can be used in advance for making suggestions for initial stocking of the branches.

Please call us – we would be pleased to provide further information.

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