

# Business intelligence



**Take control of your business with the many reports and Key Performance Indicators (KPI) offered in RETAILvantage. Your software should help you improve your bottom line not just record data.**

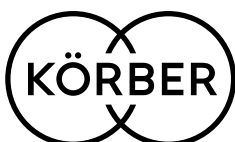
## **Manager's Dashboard**

Just as the instrument panel on your car's dashboard gives you the information you need to operate your automobile, the Manager's Dashboard gives an up-to-date snapshot of the information you need to operate your business. The screen displays totals for Cash Transactions, Cash Group Accounts, Inventory, Receivables, Payables, and Written and Delivered sales totals, both for today and for a selected date range. The Manager's Dashboard also allows you to drill down, displaying each additional level of detail within the list box. The security level required to see each facet of information as well as cost and gross margin can be set to control access.

## **Sales performance**

Knowing what's HOT and what's NOT is the critical first step toward improving your inventory management. RETAILvantage offers a suite of reports designed to very accurately identify which items are making you money and which are stagnant. The 80/20 rule (80% of your profit is made on 20% of your items) really does work in real life. Knowing which items, categories, and vendors are creating the most GMROI is vital. Often one item will out sell another by volume, but the margin is low enough that this isn't really the best item on your floor. Or you might have an item that gets a great gross margin but a low turn rate. Having a suite of reports that compare both gross margin and sales volume gives you the information you need to really know what is creating your profit.

These reports can cross reference category with vendors, category and salespeople, vendor and salespeople ... and any number of other combinations. Why? Just because a vendor, category, item or

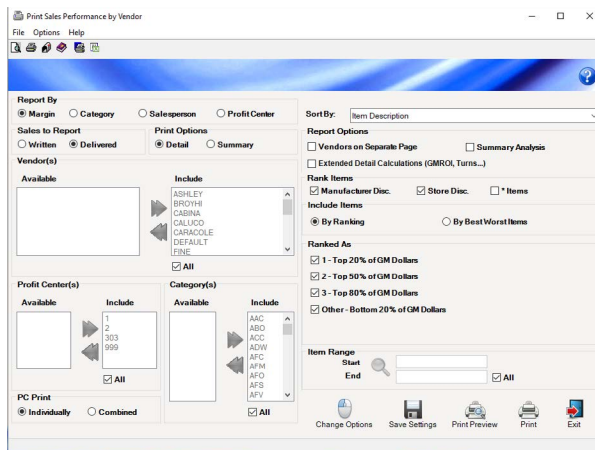


salesperson is performing in one area doesn't mean that they are performing in every area. Armed with this information you can replace under performing items, work with your manufacturers to get better selling items, and work with your sales team to improve their performance.

## Gross margin reports

RETAILvantage allows you to print reports that will show your gross margins – on items and on undelivered sales. Essentially, the Gross Margin quantifies the profitability derived from a sale – or from the price that an item is marked giving you detailed information on how your individual sales and individual items are performing. The big picture of your store's profitability is its Gross Margin Return on Investment (GMROI), which is calculated – in large part – on the collective gross margins of each item your store has sold. Just as a building is made up of many bricks, the collective gross margins of the items you sell are the major factor in calculating your store's annualized GMROI. Your GMROI is a good indicator of the general health and profitability of your furniture business. Therefore, the importance of your gross margins – on both sales and items – cannot be overemphasized, because these individual gross margins are the building blocks of your Gross Margin Return on Investment. You can select to print any or all of the following reports:

- Gross Margins on Special Order Merchandise
- Low Gross Margins on Sales (sales with gross margins that are equal to or below the gross margin threshold you specify)
- Low Gross Margin on Items.



## Aging reports

### Inventory Aging Report

RETAILvantage allows you to print an aging report of your inventory items. You can age your entire inventory, or spot check specific vendors, categories, or buildings. This information is helpful when trying to determine if a specific category of items or a specific vendor's items are sitting in the warehouse for an unacceptable length of time. You can also find it useful in developing periodic sale promotions before the items reach the permanent markdown schedule.

### Accounts Payable Aging Report

RETAILvantage allows you to print a report of open payables – that is, any invoices that have not yet been paid or any credits that are still outstanding. Among other information, the Open Payables report shows the age of open items as of a particular date that you specify. Items will be aged into the categories (such as 1 - 30 days, 31 - 60 days, 61 - 90 days, and over 90 days) that you set up.

### Accounts Receivable Aging Report

RETAILvantage allows you to print the Aging Report for your accounts receivable. This report shows – for each customer in your specified range – the total account balance and the account balance by aging period (such as 1-30 days, 31-60 days, 61-90 days, and over 90 days). A summary page at the end of the report gives totals for the entire report. Whether you offer in-store financing, layaways or simply take deposits on sales, this report gives you all of the information needed to make sure that no one slips through the cracks and receives merchandise without paying for it, and in a timely manner.

