

Outdoor Retailer Improved Inventory Management, Increased Profit 50.5% With Retail Pro Planning®

This struggling outdoor recreational retailer was facing severe financial issues. Their client sales were trending down 9.1% from the previous year and their volume had decreased 247,916 from the previous year end. They had no cash.

So they made the decision to adopt Retail Pro Planning to improve inventory management, and the results were staggering.



Strategy

In their first year of using Retail Pro Planning, the retailer significantly reduced their debt position. Inventory is a high risk asset and the better it is managed, the more cash you create. Over the last four years the retailer reduced their inventory risk by 68.1%.

Retail Pro Planning helped the retailer identify different departments and classes in which they could grow the business. With appropriate forecasts and buying plans the retailer was able to start earning profit again.

In addition, IMS consultants taught the retailer how to flow the inventory properly, so they could reduce excess inventory and consequent markdowns. By having the right inventory in the right stores in the right months, the retailer was able to increase sales.



Results

Today this retailer is doing 40.7% more business while carrying less inventory, and their profit is 50.5% higher than when they started with Retail Pro Planning.



Gross Profit Dollars

↑ 50.5%



Annual Sales

↑ 40.7%



GMROI

↑ 83.12%



Markdowns

↓ 21.48%



Turn

2.69



ROI

6.41



IMS

RETAIL CASE STUDY



OPTIMIZE YOUR INVENTORY with Retail Pro Planning

Get your free inventory analysis today to see:

- Which classes are performing well?
- Where can you increase sales?
- How can you reduce your markdowns?
- How can you generate more cash flow?
- Does your expense structure work for your business?



Get My Free Inventory Analysis



1-800-882-0627

Sales-marketing@ims-pos.com

www.ims-pos.com

About International Micro Systems

Established in 1994, International Micro Systems (IMS) is the leading Venue Management, Data Integration, Point-of-Sale, Technology and Business Services Company for sports, leisure, entertainment, specialty retail, and cultural institutions. IMS is also the developer of STADIS®, a leading Integration and Engagement Platform. IMS's unique mix of experience, capabilities and insights provides retailers, regardless of channel, a clear roadmap for navigating today's fast changing retail landscape.

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