



What guides your buying decisions?

Thursday, June 14

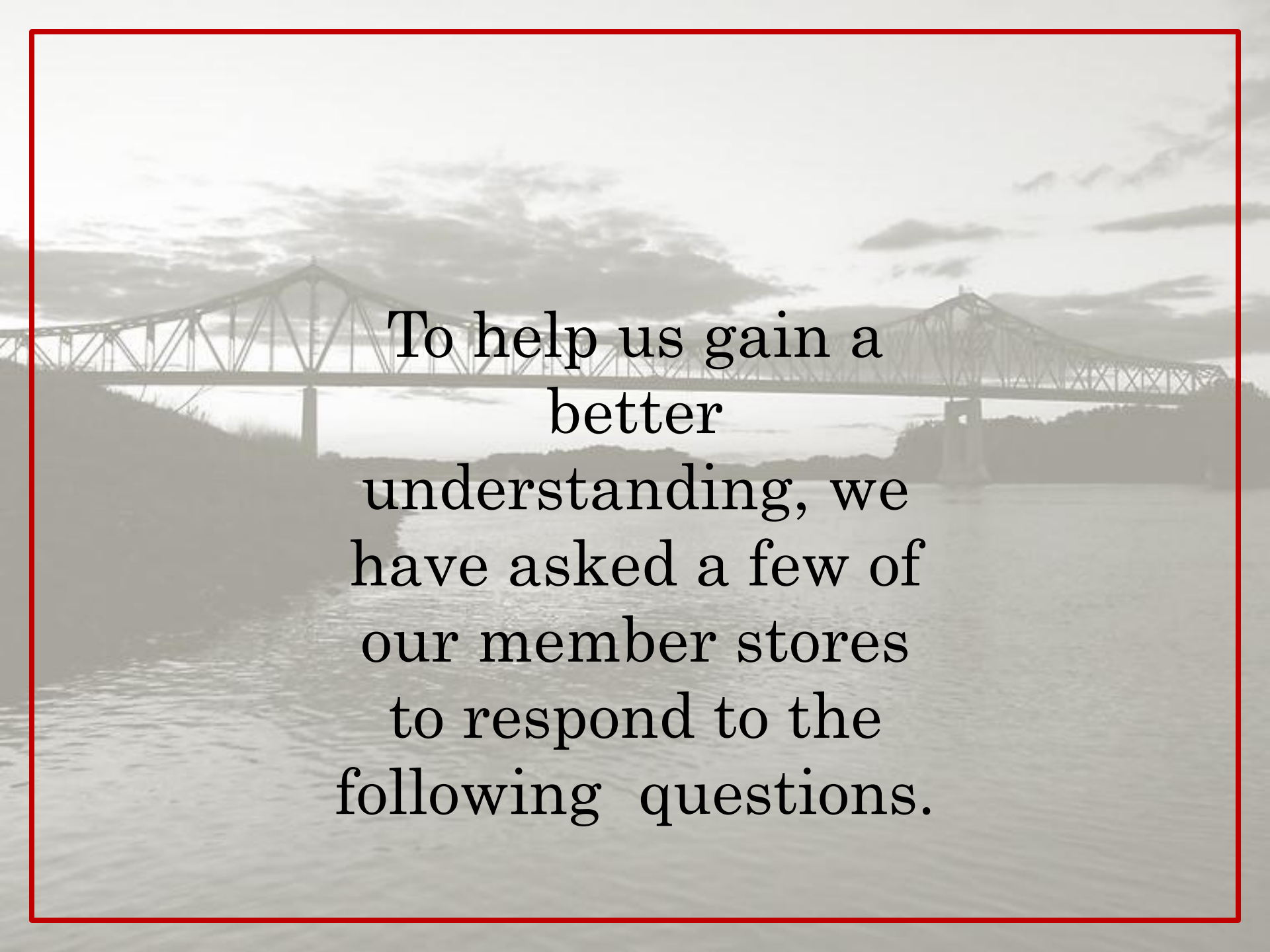
9:45-10:30

Southeast Technical College



A large, multi-span truss bridge spans across a wide river. The bridge features a prominent central tower and two smaller towers on either side, with a complex network of steel trusses supporting the deck. The water in the foreground is calm with gentle ripples. The sky is filled with soft, grey clouds, suggesting an overcast day. The entire scene is presented in a monochromatic, slightly desaturated color palette.

If that image looks familiar,
you are in the right place.



To help us gain a
better
understanding, we
have asked a few of
our member stores
to respond to the
following questions.

Questions

- What guides your buying decisions?
- How have you changed your inventory over the years?
- Have you ever purchased something that didn't sell? If so, how did you get ride of the merchandise?
- How often do you (or your staff) rearrange the floor?
- How often do you take markdowns?
- What percent do you mark down to?



Here is what they have to say

What guides your buying decisions?

- Trends
- Quality
- Current inventory
 - Events
 - Cost
- Strength of sales rep
- Vendor recommendations
- Rebate & coop programs
 - Dependability
 - Innovation

How have you changed your inventory over the years?

- Bringing in performance brands
- Youth selection increased over family weekends
 - Spread out shipping dates
 - Tighter yet more diversified
 - Watching OTB
 - Moving items to online
- Increase in women's fashion pieces
 - Decrease it every year if possible

Have you ever purchased something that didn't sell, if so how did you get rid of it?

No!

Just kidding...however if anyone knows someone who can answer no honestly, please introduce me !

- Offer to a specific Department on campus at a discount
- Put together with something else and create a package
- Clearance racks
- Flash sales/sidewalk sales
- Dead Merchandise Sales
- Donate to student organization for a fundraiser
- Grab bags



How often do you (or your staff) rearrange the floor?

- Full floor re-set every month
- Always around rush and seasons
 - Once or twice per semester
 - Every 6-8 weeks
- Front wall = weekly to reflect events
 - Constantly
 - Usually every other month

How often do you take markdowns?

- When down to 3 or less of an item
 - 6 or less of the same size of an item
- Facebook sale (sold 111 hoods in 3 hours)
- When there are only broken size runs left
 - Clean-up sale in Spring
 - Fall/Spring

If so, what percentage?

- Very aggressive, 35-50% right away
- 20% to start and another 20% after two months
 - Clearance starts at 30% off
 - 25% start

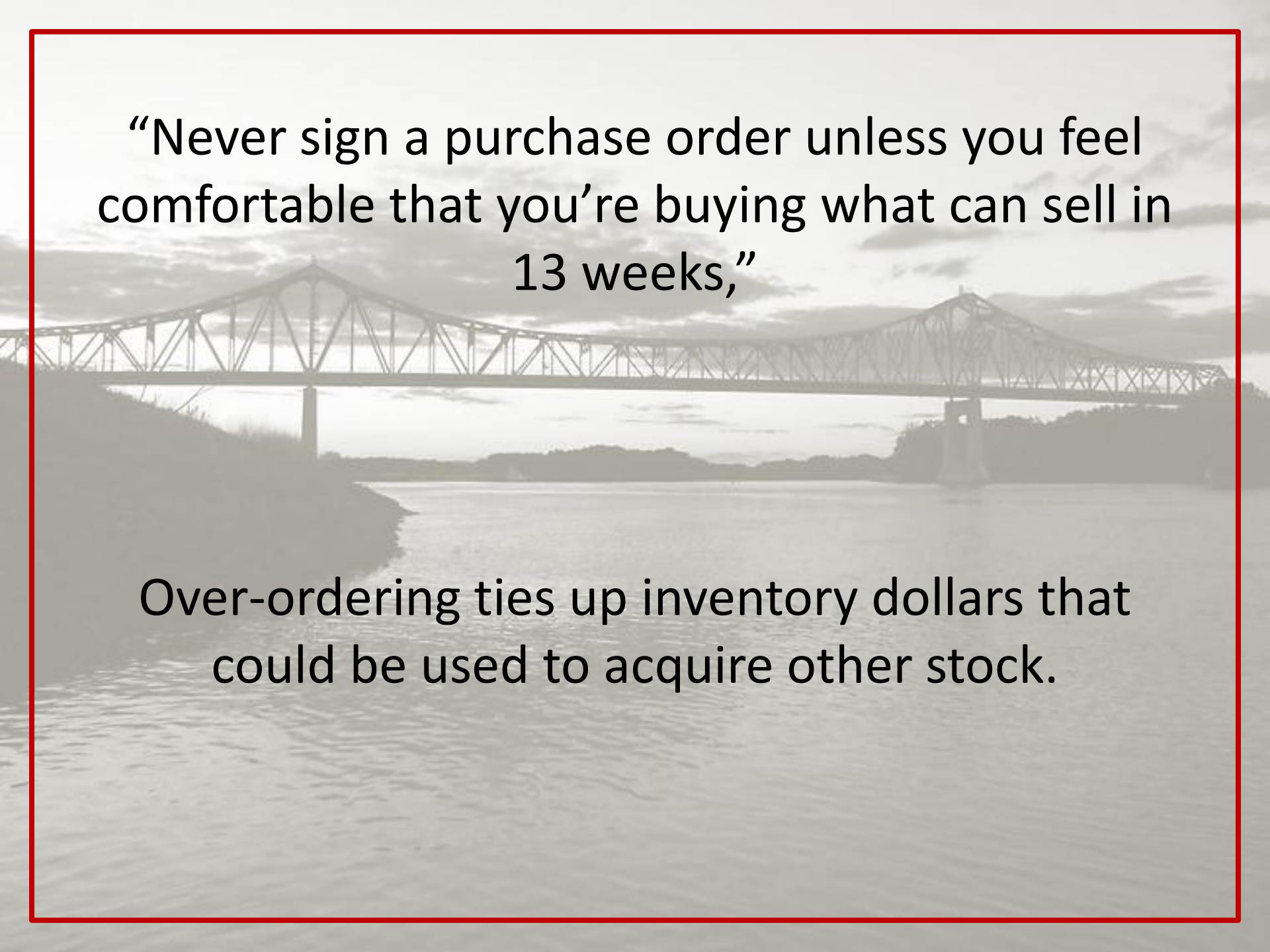
What can you do to make more informed buying decisions?

- Focus on VALUE , NEEDS, TRENDS
- If you are uncertain of an item, start small
 - Shop your area malls
 - Utilize your student workers or other students on your campus when choosing colors and styles

A large, multi-span truss bridge spans across a wide river. The bridge has a complex lattice of steel beams. The sky is overcast with soft, grey clouds. The water in the foreground is calm with gentle ripples. The overall scene is a wide, scenic view of the bridge.

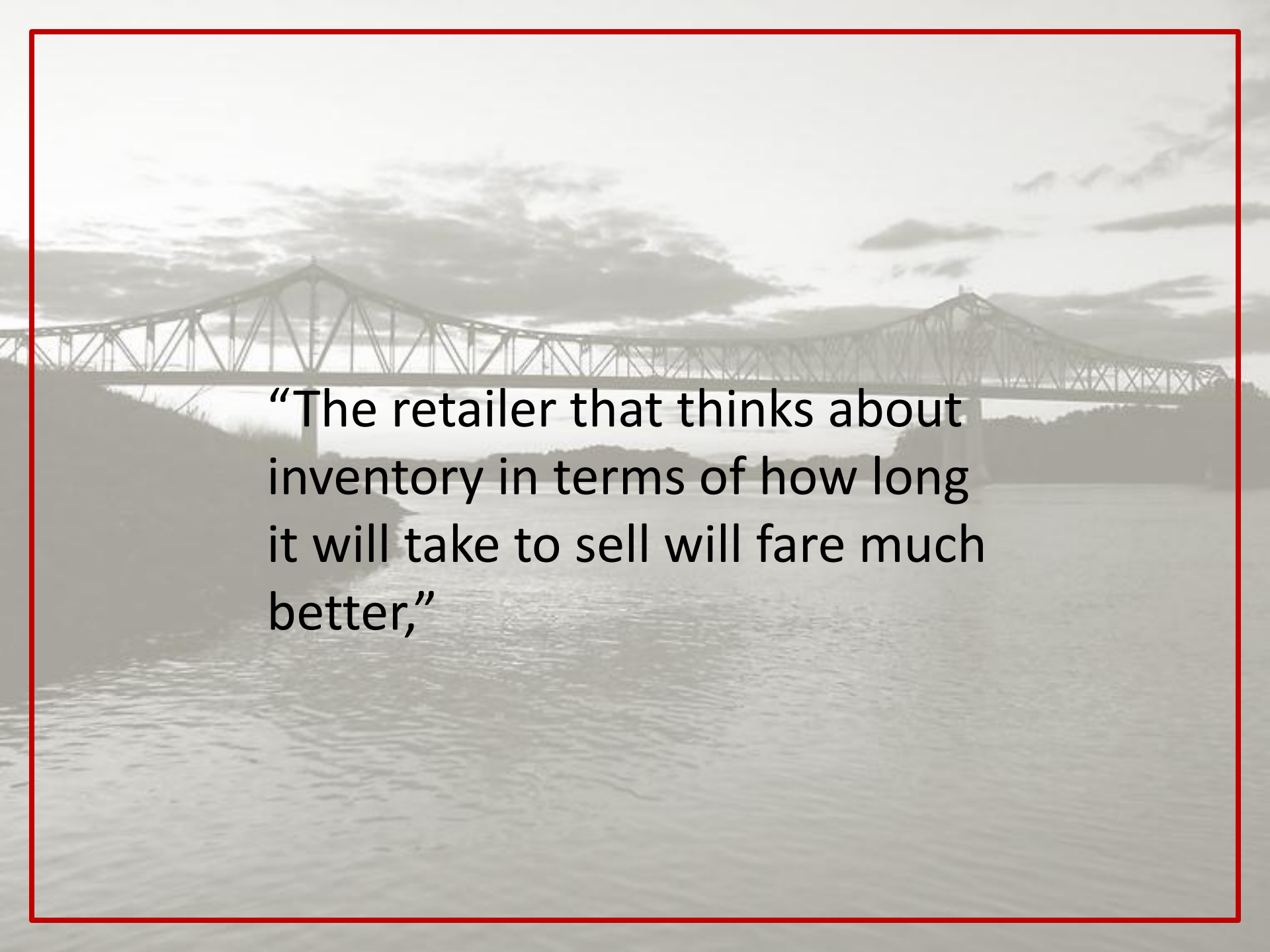
Here is what Paul Erickson
of [RMSA Retail Solutions](#), has to say.

as presented at CAMEX



“Never sign a purchase order unless you feel comfortable that you’re buying what can sell in 13 weeks,”

Over-ordering ties up inventory dollars that could be used to acquire other stock.

A large steel truss bridge spans a wide river under a cloudy sky. The bridge is a long, low-profile structure with a complex network of steel beams and supports. The river is calm, reflecting the light from the sky. The sky is filled with soft, grey clouds, suggesting an overcast day. The overall scene is serene and industrial.

“The retailer that thinks about inventory in terms of how long it will take to sell will fare much better,”

Erickson recommends a four-tier aging system:

- Current: Less than three months.
- Last season: Three to six months.
 - Old stock: Six to 12 months.
- Antiques: More than 12 months.

Goal = never have any antiques!

Paul Erickson of [RMSA Retail Solutions](#), Riverside, CA as presented at CAMEX



VALUE

Doesn't always mean cheapest

NEEDS

What items can you provide to support curriculum and campus life

TRENDS

What are you seeing at Holliser, GAP and other retailers
What colors are you seeing around?

A large, multi-span truss bridge spans across a wide river. The bridge has a complex steel truss structure with several tall towers. The sky is overcast with soft, grey clouds. The water in the foreground is calm with gentle ripples. The entire scene is presented in a muted, greyish color palette.

In the financial climate we are currently in, it is more important than ever to be planful.

The less time merchandise sits on your shelves, the more money it makes you.



THANK YOU!