

Price and Markdown Planning

Plan the ideal prices and markdown strategies that will delight customers while optimizing sell-through and margins.

View Your Markdowns Holistically



Mi9 Price and Markdown Planning enables retailers to plan markdowns at both the product and aggregate levels. This gives retailers a holistic view of their markdown strategy, enabling them to see how potential price cuts could affect a particular product category or how they might roll-up to impact margin or revenue targets.

Incorporate Price Elasticity Into The Plan



Price elasticity is a calculation that shows the change in demand retailers can expect when they alter the price for a particular product. Incorporating price elasticity into the plan can play a dramatic role in the quest to make markdowns a strategic part of the pricing process.

Effectively Manage Product Lifecycles



Calculate which products are expected to exceed their phase-out dates along with an estimated sell-through timeframe. The solution enables users to better manage complete lifecycle pricing – from establishing price strategies to setting initial prices through price adjustments, promotional price changes, and end of life.

Optimize Retail Efficiency and Drive Store Traffic



Mi9 Markdown Planning provides an intuitive, interactive tool to set multiple markdown structures with complete visibility into inventory, revenue, margin impacts and price elasticity. Mi9 Retail helps leading retailers create markdown plans that drive store traffic, reduce excess inventory and effectively manage product phase-outs.

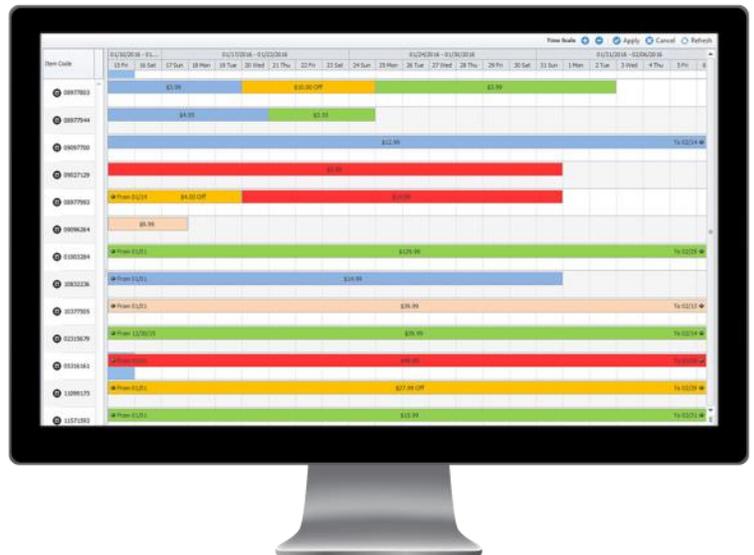
Price and markdown planning are levers smart retailers use to drive store traffic, manage product lifecycles, and maximize sales and margins.

The Mi9 Price Management and Markdown Planning solutions provide intuitive, interactive views that deliver complete visibility into revenue and margin impacts.

Retailers that avoid putting a markdown plan in place may experience increased obsolescence, cannibalization of new product lines, and decreased sales. The impact could even extend to the store as new and old products are shoved together on shelves or displays, resulting in cluttered and disorganized stores that lack newness and inspiration, and that even the most loyal customers will find difficult to shop in.

Retailers should look for advanced technology that integrates with the rest of their retail planning solutions to help them both effectively plan and execute their markdowns as well as constantly monitor how they are doing against the plan using real-time data.

Mi9 Price Management gives retailers control over the complete lifecycle pricing of products – from initial price to price adjustments and markdowns through the end of life. Prices can be created at any level of the product hierarchy with full view of current inventory and rate of sale.



Price Management

- Gain full control over the lifecycle pricing of products from initial price through to end-of-life
- Set initial price strategy
- Manage promotional and markdown prices
- Apply price adjustments
- Enforce rules
- Audit trail

Create Price Plans

Plan prices at a product level while reviewing the impact at an aggregate level. What-if scenarios allow for comparisons on unit volume, revenue, and margin. Users can also compare the target revenue from the Merchandise Financial Planning module. The plans can be further refined by geographic and demographic hierarchies. During the planning process, users have visibility to inventory, price elasticity, and product rate-of-sale data, as well as historical performance.

Price Actions

Multiple price actions can be created using pre-defined or on-the-fly custom pricing strategies. The actions contain all the required elements to efficiently create and validate price plans.

Rules Engine

The solution includes a powerful rules engine that allows users to create and enforce rules for internal and external purposes. For example, competitor, rounding, vendor, legal compliance and financial rules can all be defined. Multiple rules can be designed to guide users through a defined workflow and approval process.

Validations

As the users are managing plans, they have immediate visibility into any potential problems before the plans are submitted. This reduces the planning process timeline, allowing for faster reaction to market conditions. The exceptions can also be made visible in the dashboard, focusing users on the elements that require attention.

Markdown Planning

- Use markdowns to manage inventory, product lifecycles, and margins
- Create markdown price plans
- Manage product phase-outs
- Make use of price elasticity
- Evaluate against the financial plan
- Preview effects before applying

Plan Price and Markdown Structures

Users have the ability to create a price and markdown structure at a product level with a complete view of current inventory, price elasticity and product rate of sale. Phase-out dates can also be set at the product level. Multiple markdown structures with variable durations can be easily set and the results instantly available so planners can compare the impact of the markdowns on product margins, revenues, and unit volumes until the phase out date of each product.

Manage Product Phase-Outs

By setting phase-out dates, Mi9 Price and Markdown Planning can calculate products which are expected to exceed their phase-out dates and an estimated sell-through date is projected. The system also provides a suggested markdown rate in order for the product to be sold out by the planned phase-out date.

Manage Price and Markdown Plans

Price and markdown plans allow for a time-phased view of markdowns. Users can adjust markdown structures at different hierarchy levels or across a group of products by week, month, quarter or season. Prices and markdowns can also be planned by channel, store cluster or stores. Aggregated price and markdown impact can be quickly and easily viewed in the detail pane or review pane.

Evaluate Financial Impact

Mi9 Price and Markdown Planning allows users to plan markdown structures at a product level while reviewing the impact of the markdowns at an aggregate level. This view provides information on expected sales with and without markdowns so that comparisons can be made on unit volume, revenue and margin. Users can also compare the target markdown revenue from the Financial Planning module with the calculated markdown revenue based on the set price and markdown structures.

About Mi9 Retail

Mi9 Retail is the fastest growing provider of enterprise software for retailers, wholesalers, and brands. Mi9 enables the world's leading retailers to automate and optimize their entire Plan-to-Sell™ process, from planning to executing, influencing, and selling merchandise in-store, online, and on any device. Mi9 corporate retail systems facilitate better planning, master data management, allocation, and replenishment, and Mi9 customer engagement and point-of-purchase systems boost revenue across digital and brick-and-mortar channels. Our solutions are connected via a common analytics framework that serves as the foundation of the system and speeds time to insight with role-based dashboards, KPIs, and governed self-service data discovery. Mi9 Retail is committed to helping retailers on their path to success, so they can maximize revenue and customer engagement while minimizing costs. Visit www.mi9retail.com to learn more.