

Product Planning Activity B – Vendor Analysis

(To be used as a group or individual activity in the POS-Training mode)

You are to choose a **current vendor** that your store will be ordering from soon. You are to locate and run **2 basic vendor reports** and/or record data specific to that vendor. Once recorded, the data can be reviewed and analyzed prior to your order.

Step 1 – produce a **Sales Report by Vendor**. Sales reports are based on performance, in this case we will be looking at sales data over a period of time. Figure a time frame for your report, to reflect time between orders (i.e. candy or food prep items, a two week period - apparel or gifts could be 6 months up to a year in length).

Step 2 – produce a Vendor Inventory Report aka - a **Vendor Reorder Report** to report current inventory status for items assigned or ordered from that vendor.

From the data produced in the **Vendor Reports** above, make recommendations on specific products to reorder, modify, or possibly eliminate from your product mix. In addition, for slow moving merchandise you identify, provide **recommendations** on specific marketing activities that could be used to stimulate sales and create stock turnover, including possible price markdowns. Brainstorm what can be done to get your merchandise moving.

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