

## Enhanced Retail Solutions Retail Primer



Sales, planning, and supply chain expectations on manufacturers, distributors, licensors, and agents have dramatically increased over the past decade, particularly for those suppliers selling to large retail chains and department stores. To be successful, suppliers must understand and think like a buyer. Without an understanding of how to accomplish this, many suppliers find themselves never able to capture the long term success and ROI of these relationships. James E. Lewis, a former JC Penney buyer who has managed and bought key categories in mens, childrens and home textiles throughout his 20 year career, founded Enhanced Retail Solutions in 2002 to help improve the retail business acumen of suppliers. In Enhanced Retail Solutions Retail Primer, James E. Lewis offers specific education and techniques on how to think like a buyer, improve collaboration, and planning to profit. Key topics include: Understanding a buyers point of view, expectations and openness to vendor involvement Looking for opportunities of growth (statistics, retail assortment, demographics) Making money in todays retail environment Offering a compelling merchandise statement (why should a retailer buy from me?) How to present new ideas to the retailer Retail math and measurement standards Why tracking the business at store level matters (lost sales, opportunities, inventory productivity) Understanding forecasting from a retail perspective Fundamentals of replenishment Assessing risk on margin guarantees and markdown negotiations planning to profit

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Lewis offers specific education and techniques on how to think like a buyer, : **Enhanced Retail Solutions Retail Primer eBook** Please read the following before proceeding: The Retail Primer eBook that you are about to purchase is downloadable immediately following the successful **Retail Narrative - Enhanced Retail Solutions** Enhanced Retail Solutions (ERS) is a retail analytics, demand planning software and consulting company centered around the organization, interpretation and **James Lewis, Author at Enhanced Retail Solutions** Primer 2nd Edition Cover Clients and prospects alike would ask us for a quick refresher on retail math, industry best practices and our thoughts **Enhanced Retail Solutions Retail Merchant Web Class - Enhanced** KEY ASSOCIATES. With over 100 years of retail and wholesale expertise, our staff and methods have proven to more advantageously INTERPRET point of sale **Demand Planning Software - Enhanced Retail Solutions** Enhanced Retail Solutions (ERS) specializes in bringing the power of retail analytics to the licensor, examining all aspects of the business that can be optimized, **Enhanced Retail Solutions Retail Primer eBook: James Lewis** At Enhanced Retail Solutions, our days start and end with you. And we understand each company operates differently and has unique needs. That is why we **Contact Us - Enhanced Retail Solutions** Get our Retail Primer for \$9.99! Click here for our 2nd Edition. Take advantage of our National Hardware Show promotion. Only \$9.99 through May 31, 2017! **Cart - Enhanced Retail Solutions** A few years ago we had the idea to put together a retail primer to help address that need. We did not anticipate how many people would be **Retailers, Suppliers & Licensors - Enhanced Retail Solutions** One of the things that makes Enhanced Retail Solutions unique is that we service retailers, suppliers / manufacturers and licensors learn more about our retail **Benefits - Enhanced Retail Solutions** Sales, planning, and supply chain expectations on manufacturers, distributors, licensors, and agents have dramatically increased over the past decade, **About You - Enhanced Retail Solutions** Get our Retail Primer for \$9.99! Click here for our 2nd Edition. Take advantage of our International Vision Expo promotion. Only \$9.99 through April 30, 2017! 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