

# Margin Magic

#### Features + Benefits

- SYM-PAC's new Margin Magic module is one of the most powerful tools we've ever built to help retailers apply the magic to their margins.
- The power of a spreadsheet built directly into your system — reacting to your data — live!

#### + More Features

- Decide what you're going to work with —
  selecting from a huge range of criteria options
   and then what you're going to do with it.
- No need for advanced skills in Excel spreadsheets and mathematical formulas for calculating price changes
- The possibilities are endless for improving your pricing, and as a result, improving your sales results across your store.

#### + More Features

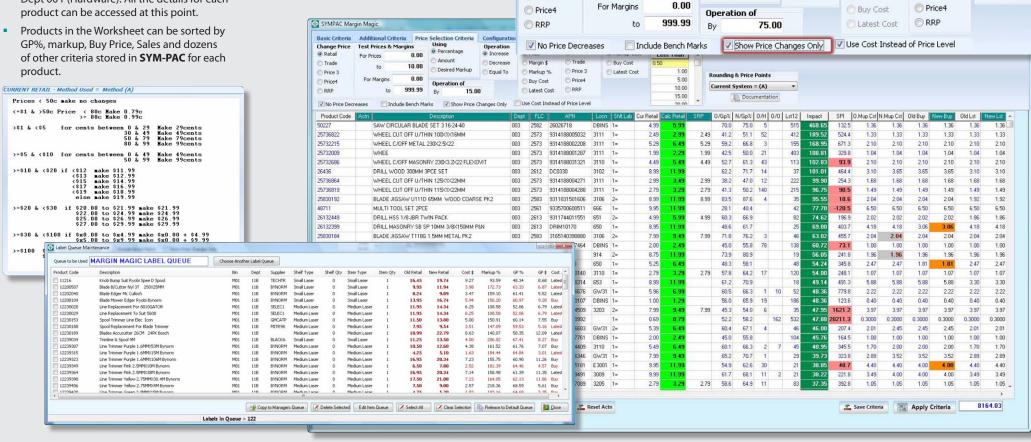
- Examine "what if" scenarios and immediately update your inventory pricing, right through to queueing updated shelf labels ready to print.
- Create your own custom Worksheet —
   adjust the rounding, or markups, or margin
   percentages apply the adjustment you
   choose and see the dollar results on-screen
   right away, so you can immediately decide if
   the "what if" is worth doing.



- Make the analysis part of your day job: run SYM-PAC Margin Magic during trading hours! When you're happy with your changes, and all is checked and OK'd, simple send the updated prices to the Managers Label Queue.
- Take your time printing the new price labels — only update the prices in the system when you're ready to sell at Point of Sale with your new prices.

### + The Magic of Rounding ...

- For example, create a new Worksheet for Dept 001 (Hardware). All the details for each product can be accessed at this point.
- GP%, markup, Buy Price, Sales and dozens of other criteria stored in SYM-PAC for each product.





## **SYM-PAC Solutions**

Sales 1800 796 722 | www.sympac.com.au

welisten

weinnovate

we deliver

+ The Magic of

Margin Adjustment ...

their price by 15%.

markup of 75%.

As an example, take all products in a

or disclude in the operation.

Proposed changed prices are listed in a

department under \$10 sell price, and increase

different colour after the adjustment is applied.

Individual products can be selected to include

For another example, for all items with a price

of \$10 or less, recalculate their sell price using a



Additional Criteria

to

For Margins

For Prices

Test Prices & Margins

Change Price

Retail

Trade

Price 3

Price4

▼ No Price Decreases

**Basic Criteria** 

Change Price

Retail

Trade

Price 3

RRP

Price Selection Criteria

Percentage

Operation of

Desired Markup

Amount

Usina

0.00

10.00

0.00

999.99

Include Bench Marks

Test Markup Cost & Margin

10.00

Additional Criteria

For Costs

Configurations

Operation

Decrease

Show Price Changes Only

**Price Selection Criteria** 

Amount

Percentage

Desired Markup

Usina

Equal To

Based On

Retail

Trade

Price 3

Price4

Change Field.

Price

Margin \$

Markup %

RRP

Cost in Calcs

Markup Cost

Buy Cost

Alatest Cost

Based on Cost

Retail

Trade

Price 3

Price Break Analysis

1.00

5.00

10.00

15.00

20.00

Cost in Calcs

Buy Cost

Latest Cost

Markup Cost

Less Than

0.50

Change Field.

Margin \$

Markun %

Buy Cost

Configurations

Operation

Increase

Decrease

Equal To

Latest Cost

Use Cost Instead of Price Level

