Margin Magic

® SYM-PAC

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.
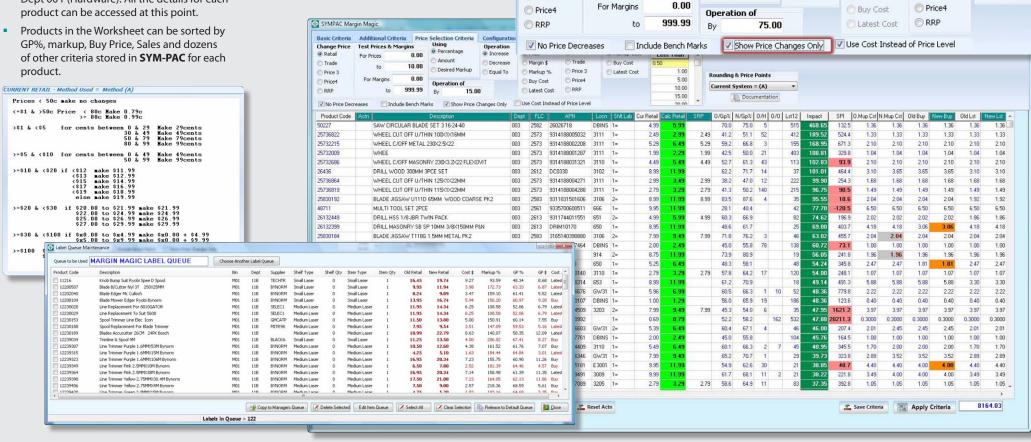
+ More Features

- ▪ 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** <u>during trading hours</u>! 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.
- Products in the Worksheet can be sorted by GP%, markup, Buy Price, Sales and dozens of other criteria stored in **SYM-PAC** for each product.

+ The Magic of
Margin Adjustment ...

- As an example, take all products in a department under $10 sell price, and increase their price by 15%.
- Proposed changed prices are listed in a different colour after the adjustment is applied. Individual products can be selected to include or disclude in the operation.
- For another example, for all items with a price of $10 or less, recalculate their sell price using a markup of 75%.