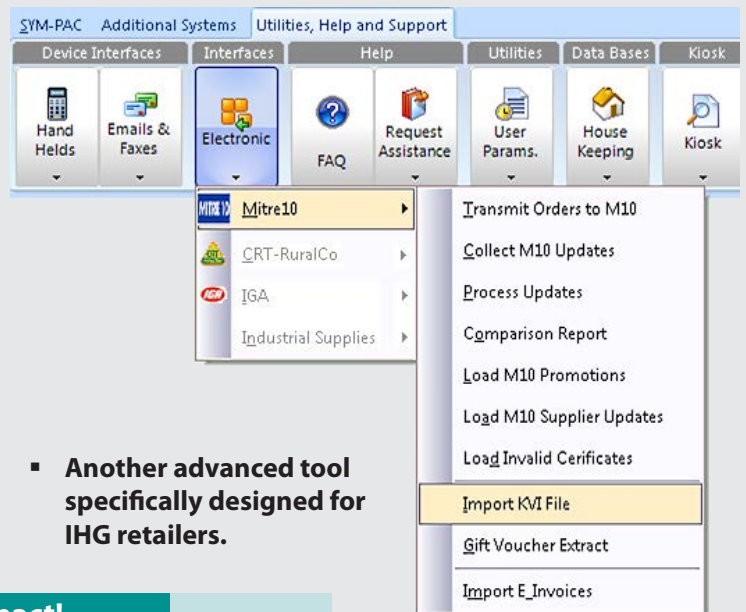




IHG KVI Integration with SYM-PAC's Margin Magic

SYM-PAC's full integration with IHG's KVI — Known Value Items:

- We've worked together with IHG to join the powerful competitive information — the KVI, Known Value Items — from IHG Head Office with easy & practical application via the SYM-PAC system in-store.
- Using SYM-PAC's Margin Magic, stores can easily introduce competitive data into their SYM-PAC system.
- Stores can easily explore "what if" scenarios, by comparing the competitor prices in the KVI file and looking at the real-life impact their changes will have on Gross Profit if applied.
- Another advanced tool specifically designed for IHG retailers.



One powerful example:

In the example shown here, the **IHG KVI Price plus 2.5%** has been selected. The worksheet has been sorted to show the products with the biggest impact at the top.

Note the impact!

If we accept these prices and make the change, we stand to make an extra **\$3,828.74 Gross Profit!**

With the current selection of products, the changes in margin in this example would result in an extra **\$3,828.74 Gross Profit.**

Product Code	Actn	Description	Dept	FLC	APN	Locn	Shif.Lab	Cur Retail	Calc Retail	SRP	O/Gp%	N/Gp%	O/H	O/O	List	Impact	SPI	O.Mup Cst	BUNNIN	KVIM10	
257725		SCREEN INSECT F/GLS 910MMX50MT	210	2243	9312620529382	S1416	1=	3.50	8.50	8.28	54.5	81.3	93.2	74.1	793.52	97.9	1.4500			8.28	
257733		SCREEN INSECT F/GLS 1220MMX50MT	210	2243	9312620529504	S1416	1=	4.75	10.99	10.38	55.4	80.7	97.9	101.4	574.94	64.6	1.9100			10.38	
590352		WASH & WEAR 101 ADV L/SHEEN WHT 15L	400	3554	9300611330130	S4401	1=	189.00	199.88		16.1	20.7	46	35	345.80	12.4	160.4200	183.00		195.00	
619248		SAW CIRC 185MM 1050W ALUM BASE & EX BLAD	350	2580	0088381070102	S609	1=	139.00	193.72		16.2	39.9	7	3	298.50	14.0	119.0000			189.00	
257782		SCREEN INSECT ALUM 910MMX30MT	210	2243	9312620500886	S1416	1=	8.99	13.50	12.78	55.4	70.3	71	53.85	220.78	49.9	3.6137			12.78	
590357		WASH & WEAR 101 ADV L/SHEEN WHT 4L	400	3554	9300611330116	S4401	1=	65.90	68.57		24.2	27.2	593	60	145.80	1.8	50.6100	64.65		66.90	
669813		PLANNER 82MM 620W	350	2560	088381603935	S706	1=	208.00	244.97	208.00	6.5	20.6	3	3	100.83	7.4	184.0000			239.00	
121285		SILICONE R&G TRANS 310G	410	3700	9300697100399	SR809	1=	8.79	9.00	8.78	14.9	16.9	84	457	94.43	6.3	7.5400			8.78	
654627		WEATHERSHIELD LS VIV WHT 15L	400	3550	9300611465757	S4402	1=	199.00	203.97		14.0	16.1	25	13	72.32	5.3	160.4200	204.00		199.00	
654796		WEATHERSHIELD LS VIV WHT 4L	400	3550	9300611465733	S4402	1=	64.75	68.57	64.75	21.4	25.7	227	20	69.60	1.6	52.1000	66.90		66.90	
606373		PRIMER SEALER 1 STEP U/COAT 4L	400	3557	9300611331366	S114	1=	69.99	72.76	69.99	26.5	29.3	6	4	27	68.04	105.6	46.7900	70.77		70.99
646936		DULLUX ECO WHITE CEILING 4L	400	3560	9300611457912	S4802	1=	39.99	44.88		11.3	20.9	5	1	35	66.75	34.5	32.2600	43.79		43.79
654779		WEATHERSHIELD GLOSS VIV WHT 4L	400	3550	9300611465931	S4402	1=	64.75	68.57	64.75	15.4	20.1	3	3	39	66.12	32.1	52.1000			66.90
657059		DRILL DRIVER 18V LI-ION 13MM	350	2611	0088381099929	S707	1=	339.00	408.98	339.00	23.8	36.9	4	2	3	57.70	5.5	259.0000			399.00
289256		HAMMER CLAW E/WING VIN 675G	370	2450	0034139628415		1=	49.01	55.35		7.3	17.9	2	10	63.70	38.4	41.2900	54.00		54.00	
680992		CLOTHESLINE ROTARY 6 OBREEZE	280	3284	9311313222883	S4902	1=	259.00	265.48	259.00	25.2	27.0	1	1	39	53.01	129.8	182.5400	238.00		259.00

SYM-PAC Margin Magic

Basic Criteria: Additional Criteria: Price Selection Criteria: Configurations

Change Price: Retail: 0.00, Trade: 9999999.99, Price 3: 0.00, Price 4: 999.99, RRP: 0.00

Test Prices & Margins: For Prices: 0.00, For Margins: 0.00

Using: Percentage, Amount, Desired Markup

Operation: Increase, Decrease, Equal To

Change Field: Price, Margin %, Markup %, Buy Cost, Latest Cost

Based On: Retail, Trade, Price 3, Price 4, RRP, BUNNIN, KVM10

Cost in Cals: Markup Cost, Buy Cost, Latest Cost

Price Break Analysis: Less Than: 0.50, 1.00, 5.00, 10.00, 15.00, 20.00

Rounding & Price Points: Method (M): Documentation

Product Code	Actn	Description	Dept	FLC	APN	Locn	SHF.Lab	Cur Retail	Calc Retail	SRP	O/Gp%	N/Gp%	O/H	O/O	Lst12	Impact	SPI	O.Mup Cst	BUNNIN	KVM10
257725		SCREEN INSECT F/CLS 910HXS0HT	210	2243	9312620529382	S1416	1=	3.50	8.50	8.28	54.5	81.3	93.2		74.4	793.52	97.9	1.4500		8.28
257733		SCREEN INSECT F/CLS 1220MMX50MT	210	2243	9312620529384	S1416	1=	4.75	10.99	10.38	55.4	80.7	97.9		101.4	574.94	64.6	1.9200		10.38

Key Features & Benefits

- The data provided can be loaded quickly and easily.
- Perform "what if" scenarios without updating your pricing — so you can have a good look at what will happen if you make the change.
- Decide which scenario suits the store requirements.
- Apply the criteria you decide on.
- Queue the labels in the Margin Magic queue.
- Review the labels in the Margin Magic queue, and then release into the default queue.
- Print and put out the labels.
- Update the selling price.
- It's that simple!** Stores can increase their competitiveness and quickly react to the market.

Harness the power of SYM-PAC's Margin Magic

- Margin Magic not only allows you to perform "what if's" with the IHG KVI data, but also with the rest of your product file.
- Margin Magic is a powerful tool for stores to manage their margins quickly and easily in order to increase profitability and turnover.

Competition Maintenance

Date: 30/07/2012

DEPARTMENT	SKU	GTIN	VPN	DESCRIPTION	SUPPLIER	Buynng Vlc Feb 2012	KVI M18 SRP
AUTO	33014270612102522	AAP10252		PROTECTOR 125ML ARMOR ALL	ARMORED AUTOGROUP AUSTRALIA P/		5.99
AUTO	33015970612102546	AAP10254		PROTECTOR 250ML ARMOR ALL	ARMORED AUTOGROUP AUSTRALIA P/		7.75
BUILDING SUPPLIES	353292	9311858011119	WVQ308P	VENTILATOR THE ROOF 300MM MILL FINISH	ARLETTE AUSTRALIA		64.99
ELECTRICAL	230771	931164468292	WAL116	LIGHT FLOOD SENSOR DY TWIN BLACK	ARLEC AUSTRALIA PTY LTD		24.90
ELECTRICAL	612078	931164014621	WELS	LEAD EXT 5M	ARLEC AUSTRALIA PTY LTD		5.68
ELECTRICAL	619678	931164402254	CELI5	LEAD EXT CARBAMID 15M	ARLEC AUSTRALIA PTY LTD		25.88
ELECTRICAL	619676	931164403340	CELI10	LEAD EXT CARBAMID 10M	ARLEC AUSTRALIA PTY LTD		20.90
ELECTRICAL	604187	9311644039419	BP94				68.98
ELECTRICAL	680371	9312737013217	HEFW250				15.90
ELECTRICAL	548918	43168376037	S0059				7.99
ELECTRICAL	281212	9310539018522	D104WE				14.90
ELECTRICAL	612504	9310539279305	R2815				22.22
ELECTRICAL	543999	9310539960002	R1202				1.20
ELECTRICAL	194886	9310539909103	CDCB116				10.40
ELECTRICAL	194878	9310539909202	CDCB120				13.45
ELECTRICAL	194860	9310539909301	CDCB132				13.45
ELECTRICAL	603824	9319416059194	MP308P	CIRCUIT BREAKER PLUG IN 32 AMP	LEGRAND AUSTRALIA PTY LTD		9.90
ELECTRICAL	400225	9321001185093	R105	FLOOD LIGHT PAR 20 PORTABLE DTY	LEGRAND AUSTRALIA PTY LTD		9.90
ELECTRICAL	431509	9321001185109	R1056	POWERBOARD 4 OUTLET BUDGET	LEGRAND AUSTRALIA PTY LTD		3.99
ELECTRICAL	606545	9321001260653	D809J1	POWERBOARD 4 OUTLET BUDGET	LEGRAND AUSTRALIA PTY LTD		4.99
ELECTRICAL	610653	9321001260912	O1055P44	TIMER MECH 24HR OFFSET	LEGRAND AUSTRALIA PTY LTD		5.21
ELECTRICAL	622755	9321001278085	CD100NWE	POWERBOARD 15A 4 QBLT W SURGE PROT	LEGRAND AUSTRALIA PTY LTD		10.30
ELECTRICAL	622639	9321001278067	CD140WE	PLUS TOP FIG 8 10AMP WH BAGGED	LEGRAND AUSTRALIA PTY LTD		4.97
ELECTRICAL	622639	9321001278067	CD140WE	MOUNTING BLOCK 37MM WH BAGGED	LEGRAND AUSTRALIA PTY LTD		3.35

SYM-PAC Margin Magic

Basic Criteria: Additional Criteria: Price Selection Criteria: Configurations

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Test Prices & Margins: For Prices: 0.00, For Margins: 0.00

Using: Percentage, Amount, Desired Markup

Operation: Increase, Decrease, Equal To

Change Field: Price, Margin %, Markup %, Buy Cost, Latest Cost

Based On: Retail, Trade, Price 3, Price 4, RRP, BUNNIN, KVM10

Cost in Cals: Markup Cost, Buy Cost, Latest Cost

Price Break Analysis: Less Than: 0.50, 1.00, 5.00, 10.00, 15.00, 20.00

Rounding & Price Points: Method (M): Documentation

Product Code	Actn	Description	Dept	FLC	APN	Locn	SHF.Lab	Cur Retail	Calc Retail	SRP	O/Gp%	N/Gp%	O/H	O/O	Lst12	Impact	SPI	O.Mup Cst	BUNNIN	KVM10
543237		CABOTS NAT DECK OIL ALL/P 10L	400	3571	9300611147677	S4810	1=	149.00	119.00		27.9	9.8	4		9	-245.43	36.2	99.3400	119.00	129.00
680995		CLOTHESLINE F FRAME MONO P BEACH	280	3284	9311313236101	SR809	1=	169.00	148.00	169.00	22.7	11.7			12	-229.08	74.7	118.7400	148.00	169.00
590352		WASH & WEAR 101 ADV L/SHEEN WHT 15L	400	3554	9300611330130	S4401	1=	189.00	183.00		16.1	13.4	46		35	-191.10	12.4	160.4200	183.00	195.00
590348		WASH & WEAR 101 ADV L/SHEEN WHT 10L	400	3554	9300611326713	S4401	1=	159.01	148.00		27.7	22.4	115		18	-180.00	2.9	121.7400	148.00	153.00
680992		CLOTHESLINE ROTARY 6 OBREEZE	280	3284	9311313222883	S4902	1=	259.00	238.00	259.00	25.2	18.6	1		9	-171.81	129.8	182.5400	238.00	259.00
598615		CABOTS NAT DECK OIL ALL/P 4L	400	3571	9300611147660	S4809	1=	59.99	52.90		19.1	8.2	8		24	-154.80	48.3	44.1500	52.90	52.90
131805		SEAL D/R ALUM ANOD 915MM RAVEN	230	2121	9310459300011	SR809	1=	17.00	15.66		28.8	22.7	17		126	-152.46	66.0	11.5480	15.66	15.66
680996		CLOTHESLINE F FRAME MONO M SKY	280	3284	9311313236118	S4905	1=	169.00	148.00	169.00	27.8	17.5	5		6	-114.54	17.8	118.7400	148.00	169.00
543244		CABOTS NAT DECK OIL MERBAU 4L	400	3571	9300611147752		1=	59.99	52.90		19.1	8.2			17	-109.65	104.3	44.1500	52.90	52.90
291203		SOLAGARD GLOSS WHITE 10L	400	3550	9300702112898	S4710	1=	149.00	110.00	149.00	17.8	-11.4	4		3	-106.35	11.0	116.6400	110.00	146.00
530084		SOLAGARD L/SHEEN WHT 15L	400	3550	9300702134272	S4701	1=	195.00	140.00	195.00	23.7	-6.2	3		2	-100.00	10.9	144.1700	140.00	189.00
680993		CLOTHESLINE F FRAME DUO P BEACH	280	3284	9311313236088	S4905	1=	209.00	188.00	209.00	22.7	14.1	3		5	-95.45	29.1	147.7600	188.00	209.00
680990		CLOTHESLINE ROTARY 7 OBREEZE	280	3284	9311313222869	S4902	1=	289.00	258.00	289.00	24.1	15.0	2		3	-84.54	30.9	202.9700	258.00	289.00
268243		TAPE MASKING 3M BLUE PAINT 24MMX54.8M	410	3640	0051141320304	S4504	1=	11.99	9.98	11.99	39.6	27.5	3		45	-82.35	171.7	6.9500	9.98	9.98
654625		WEATHERSHIELD S/CL VIV WHT 15L	400	3550	9300611194770	S4402	1=	199.00	189.00		11.3	6.6	4		9	-81.81	0.1	160.4200	189.00	199.00
680991		CLOTHESLINE ROTARY 6 FGLADE	280	3284	9311313222876	S4902	1=	259.00	238.00	259.00	32.3	26.4	6		4	-76.36	16.3	182.5400	238.00	259.00



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Solutions to
get on with
business

