Markdown Price Optimization Service

InSeason or Clearance Markdowns—Stop Giving Away Valuable Gross Margin

The Challenge: Halloween, Close-Outs, Apparel, One-Time's, etc. ---why give away unnecessary margin or alternatively, why hang on to merchandise longer than necessary?

Realistically, once your SKUs hit a store, you have very few "marketing levers" that you can pull to make "adjustments". Maybe an inventory move, but practically speaking, adjusting prices is your primary adjustment lever. So how do you optimize pricing?

The Solution: Churchill's Price Markdown Optimization Solution---delivered as a low cost, quick implementation no-software service. In less than ninety (90) days, Churchill can be providing weekly pricing recommendations (in accordance with your pricing rules). Recommended pricing actions can include: (1) in-season promotional markdowns, (2) clearance markdowns, or (3) combinations of promotional and markdown pricing—whatever pricing option can improve your results over the status quo. Presented as reports to your Merchants and as files to your pricing system, Churchill's Markdown Price Optimization Service makes money.

The Result: Additional Open-To-Buy funds as well as significantly improved Gross Margins. In a large, controlled test last year, Churchill's Price Optimization Solution—provided as a service---improved a Five Billion Dollar Retailer's GMROI by two full percentage points (+2%).

About Churchill Systems Inc.

Churchill delivers demand forecasting, analytics & optimization solutions designed to integrate with retail-focused merchandising, pricing, promotion and inventory planning applications. Most solutions can be deployed as packaged software or as a hosted service.

For further details or to see what Churchill can do for you, call 248.649.1800 or email us at sales@churchillsystems.com.

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