



WELCOME!

Enhanced Retail Solutions (ERS) proudly welcomes new clients **Top Heavy, Little Kids, Jump Apparel, Public Clothing, TKO (Bongo) and ODM.**

WHAT'S NEW

Upgraded EDI POS (852) Conversion

One of the benefits of our recent expansion was the investment in advanced hardware technologies. Because we know that manufacturers want their weekly sales information as quickly as possible, we knew we had to create something that could do it faster than our competitors. We believe we have! Our new conversion process (all you need is an internet connection) can process over 1,000,000 rows of raw text in less than 10 minutes. Now more than ever it is cost effective and fast to turn store/sku level data into actionable reports. Within minutes, you can populate Desktop Analyst with this data and expedite your replenishment, forecasting and sell through analysis before the buyer can!

Chargeback Prevention & Recovery

Are chargebacks from retailers draining your bottom line profit? We recently welcomed Charlie Miller, a JCPenney veteran and Compliance Expert as consultant with ERS. In about an hour, Charlie can tell you if he can save you money, or recover JCPenney chargebacks. Charlie's **Tip of the Month:**

Did you know there are over 140 variations of JCPenney chargebacks? Do you know that many of the large dollar chargebacks do not appear on the scorecard? The key is to FOLLOW THE MONEY. Chargebacks are initiated primarily by 4 departments within JCPenney (Compliance, EDI, Logistics and Accounting) and are communicated to suppliers via the Scorecard, EDI, e-mail and paper. The only place it all comes together is on the check reimbursement detail. Accumulating and saving this detail will give you the total chargeback dollars, the various types of problems to be resolved, and a basis for chargeback priorities and successful chargeback management.

If you don't have chargebacks under control, call ERS today for a free consultation.

CHECK OUT OUR NEW WEBSITE
www.enhancedretailsolutions.com

MEET OUR TEAM

James E. Lewis, CEO and Founder is a former Buyer at one of the Nation's largest retail chains. He managed or bought key categories in Men's, Children's and Home Textiles throughout his 15 year career. He was honored several times during his career with executive level projects and sat on varying key company initiative task forces. Jim has been featured in several Apparel and Home Textiles publications and has sponsored seminars at MAGIC.

Sean Prouty, VP, Business Consulting brings research, statistics and wholesale supply chain expertise to our business. As a planner and analyst for a leading T-Shirt manufacturer, he managed and analyzed their business with key retail accounts including Wal-Mart, JCPenney and Kohl's. He understands the intricate formulas and policies of Wal-Mart replenishment.

Bob Walder, VP, Customer Service and Technical Support has over 30 years experience managing IT for several Fortune 500+ Companies. He acts as your training administrator and support engineer. Bob also ensures our technology supports our business goals.

Ed McEntee, Sr. VP, Business Development has over 17 years of providing hardware and software solutions to the Garment Center in New York. Knowing and caring about our customers and their concerns is his top priority.

David Matsil, Business Development and Consulting has 20+ years experience providing the Apparel, Textiles and Home Furnishing Industries with technology solutions. He has a vast working knowledge of CAD and retail analysis systems.

Lisa Maxwell, Business Consulting Advisor has 17 years of retail experience at one of the Nation's largest retail chains, Lisa brings expertise in brand development, buying, sourcing and team integration. She balances our analytic/technical knowledge with good old fashion retailing based on design.

Charlie Miller, Business Consultant has 30+ years in the retail business at JCPenney and has been helping retailer suppliers recover and avoid chargebacks since 2004. His diverse background and experience qualifies him to assist with any retailer chargebacks.

Robert Grund, Chief Software Architect has over 30 years experience as a software developer, architect, consultant, and manager with some of the nations largest financial institutions. He specializes in the construction of multi-tier client-server and WEB applications using the latest Microsoft technologies such as .NET and SQL Server.



FREQUENTLY ASKED QUESTIONS

After February 1st, I am getting negative average weekly sales on some items. Why is this happening?

DA thinks in terms of static fiscal years- following the 5-4-4 February to January calendar. So when the New Year began, it reset itself to Week 1. The items showing negative average weekly sales must have a First Week of Sales greater than 1. The Item Manager retains the first week of sales for each item imported (it needs to know this for replenishment and other algorithmic calculations). To fix this, the first week of sales needs to be reset to week 1. It's easy to do. Simply open DA, and click the "Import Data" button. From the Tools menu, select "Reset 1st WK of Sales to WK 1". That's it!

During the course of the year, if you want to adjust an item's First Week of Sales, you can do this by opening Import Manager, selecting "Manage Items" and typing over the number in the 1st Wk Sls column for that item. Be sure to click the blue "Update" button to apply the changes! To locate your item quickly, click the mouse on any of the headers (Retailer, Item, Style No) and it will sort all items based on that header.

I can only view 10 SKUs on the Weekly Analyst screen at one time, however my merchandise program has over 30 SKUs. How do I view them all at the same time?

The "Multiple WA Export" function was built for this reason. Using this tool, you can select up to 200 SKUs at a time and review all the Weekly Analyst statistics including sales, inventory and store execution statistics on one report. The report is generated in MS Excel, which you can then format however you like. From the Weekly Analyst screen, select "Multiple WA Export" from the Tools menu, select your SKUs (hold down Shift or Ctrl) then click "Open". Sit back and wait for your report to generate. Once the report is generated, you can always go back to Weekly Analyst, and select the particular SKUs you want to generate additional Execution Reports on.



Questions or comments? Talk to us!

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PERSPECTIVES

By Jim Lewis, CEO

We're back from our trip to MAGIC and I can sum up the show in one word: BORING. With very few exceptions, the newness I was hoping to see in the men's market was hard to find. Why? In my opinion: lack of innovation. Innovation is not a 21st century concept, but it's one of the single largest factors that determine long term viability. Many manufacturers talk about giving up profit to the retailers. They feel they can do nothing to gain any leverage with the retailers. While I am realistic to the implications of the margin game, I see examples of manufacturers that have found ways around it.

Look no further than the consumer electronics market. What would you say is Apple Computer's key strategy? They found an emerging market (portable music and internet purchasing of music) and clobbered all their competitors at it. Their strategy is based on the oldest economic principle in the book: supply and demand. They simply have built a product and marketing machine that produces more demand than supply. And they haven't stopped innovating. They put a powerful computer into a tiny box, stunned the market by replacing decade old PowerPC chips with dual core processors and invented a new retail format for selling "entertainment". I have to admit that this newsletter is being typed on an iBook G4 (yes, I'm going back to my Mac roots after a long, tortured decade with Windows).

Apple also knows that nothing lasts forever. Remember Atari in the early 80's? They couldn't produce video game cartridges fast enough. Kids (and their parents) were out in full force gobbling them up. Then along came other gaming platforms, like Coleco Vision and Nintendo. Better graphics, faster processors and more sophisticated games forced Atari to take massive returns from retailers, and almost put them out of business.

So how do these principles apply to your business? What are you doing to innovate? Introducing new products, investing in a more sophisticated infrastructure, developing new ways to market your products? One way to gain leverage with your retail partners is to have a product, brand/license or merchandising strategy that they simply cannot live without. That's where innovation enters the picture. Do you think Apple is paying financial assistance to its retailers?

Over the last six months, ERS has enhanced or upgraded virtually all of our tools. As we grow, so will the sophistication of our products. How about yours?

JL