

ENHANCED RETAIL SOLUTIONS OUTGROWS TEXAS! RELOCATES TO N.Y.C.

New York City, NY, (November 2005) - Enhanced Retail Solutions, the leader in Retail Analysis software and consulting, has relocated its operation from Texas to New York City, to provide the fashion industry with the next generation in Retail Analysis.

In its short history, Enhanced Retail Solutions (ERS) has opened the eyes of the manufacturing industry to the power of Retail Analysis. ERS Consulting and Desktop Analyst software now improves the bottom line for 20 industry leaders. ERS is growing.

ERS has expanded its team of consultants, its menu of consulting services and is introducing a wider range of intelligent software tools. To manage the workload ERS has invested in faster, state of art hardware.

“The growth at ERS is the result of a genuine need in the marketplace,” says ERS Chief Executive James Lewis. “Analysis may not be new, but it is definitely *now*. In today’s market, manufacturers are perishing in the margins. We’re responding to that need.”

ERS began three years ago in Texas. Lewis, a former buyer for JC Penney, sought to make Analysis as easy as it was essential.

“As a buyer, I experienced the benefits of detailed sku and store analysis. The retail world was evolving into a model that relies more heavily on manufacturers to manage and be more accountable for retail sales. The challenge of building ERS was finding a way to integrate the discipline of Analysis into the manufacturing process. The solution came from emphasizing the flexibility of our software and consulting services.”

For example, manufacturers that already have in-house analysis and planning staff can simply license ERS Desktop Analyst software to make their team more productive. ERS will install and customize the software. ERS also provides training services.

For manufacturers that have a limited in-house analysis and planning staff, ERS can implement any degree of consulting assistance. ERS’ expanded consulting staff combines the perspectives of former buyers, manufacturers, and Lewis himself.

“I’m most excited by working with clients who are new to the concept of manufacturers conducting retail analysis. It gives me the chance to test the flexibility of the business. Every client has different needs, but every one of them needs analysis.”

ERS Consulting specializes in Margin Guarantee Risk Assessment, Sku Optimization, Demographic Planning & Analysis, and Weekly Store Sell Through Analysis. The overall goal is the improvement of sales and profit for both manufacturer and retailer. “Next year’s order is made by how your skus are performing in the present,” says Lewis.

“The future of the Analysis services market is not software, and it’s not consulting – it’s both! It’s about being to help clients who need us only a little, and clients who need us a lot.”

Contact: Enhanced Retail Solutions, LLC
214 W. 39th St. Suite 1202A
New York, NY 10018
Phone: 212.938.1991
Email: info@ers-c.com