



WALMART & SAM'S CLUB CONSULTING

"In the old millennium, product and service attributes were prime competitive differentiators. Excellence in products and service are still essential, of course, but they tend to be differentiators only for short windows of time before competitors catch up. The only enduring way to stand apart is to have better information - the critical ingredient that enables you to outmaneuver the competition through a continuing flow of renewal and innovation."



BENEFIT	CAPABILITIES
Improve Communication with – and Reporting to – your Buyers	We understand Retail Link terminology and the Buyers’ expectations. In fact, several departments at Sam’s Club have made our report layout their standard for all vendors.
Store Replenishment - Help Manage Retail Replenishment Script Orders	We help you keep in stock at retail and even create a recap that can be easily formatted to required retailer formats and systems. We have enabled significantly higher reorders than our clients were able to achieve on their own.
Forecasting Accuracy - Improve Accuracy and Efficiency of Inventory Projections to Better Manage Wholesale Stock	We help balance and leverage Instock levels and quantity and delivery of inventory to maintain by predicting sales and inventory needs more optimally.
Optimize Market Basket/Related Items	We understand turn and product mix (item, size, color, prepack), which provides a feedback loop for improving product development.
Leverage the Store of the Community – Trait/Demographic Profiling	We identify the demographic, trait and trend characteristics of your end consumer to identify additional opportunities to generate sales.
Track and Predict Item or Program Sales and Margins in Real Time and Compare To Plan and History	We help you plan inventory by week, determine cost, manage and reduce risk on margin “goals” on a real time basis for Sam’s Club and create Ladder Plans for Walmart and Sam’s Club.
Identify Opportunities to Increase Sales, Optimize Assortments, Product Turns and Profits	We can track promotions and product variations for location success, out of stocks, specific ratios.
Improve Supplier Performance Scorecard	We show you how to improve your standing and honor your commitments by helping you maximize fill rates, compliance, sales, instocks, turns, etc...
Successfully Launch New Retail Programs	We help you present new brands and/or programs with great success by correlating market research to door locations while speaking the retailer’s language.

"How you gather, manage and use information will determine whether you win or lose." – Bill Gates, Business @ the Speed of Thought

Enhanced Retail Solutions are designed to "translate", simplify and expedite the art of Business Analysis, leading to greater sales, increased profit, and improved inventory productivity with Walmart, Sam's Club and many other retailers.

UNITING TALENT WITH OPPORTUNITY

We put an emphasis on solving your problems with your retail partners first, and technology second. We focus on making your data ACTIONABLE. We were Buyers, so we know how they think. We know how they plan items, how they promote and how they manage their stock. We understand their perspective, and know how to present your data in the right way so as to improve your partnership with the Buyer.

Retail is in one's blood - it's instinctive. Some say you are either born with it or you're not. Well, we were born with it. Our promise is to help you with any aspect of your retail partnerships.

CHALLENGES AND OPPORTUNITIES

Sam's Club is incredibly open to vendors managing their product's business at retail. How do you rise to that occasion?

Selling Walmart is a big thrill. It is also a challenging responsibility. Too much stock means slowed orders, or worse, markdown merchandise that is exceedingly hard to sell off elsewhere.

Having too little merchandise means lost sales and a lower rating on your company's scorecard.

A lower rating on your scorecard, for this and other reasons, could lead to losing the business altogether. The process, the language, can be difficult to decipher.

And now Walmart wants to keep inventory lean while tailoring each store to its clients' demographics and buying patterns.

You understand your product and your business. Who would believe you needed to know about SOTC, CPFR, INFOREM, CTL, Trait, DD and Fineline?

HOW WE HELP

We can help you improve total inventory management at Walmart and Sam's Club: order fulfillment, improved Instocks and reduced out of stock at DC and store levels. We show you how to utilize Retail Link and other tools to manage item forecasts and store counts, and how to manage your programs. We distill Retail Link downloads to digestible, actionable formats so as to identify opportunities, maximize inventory, recommend order quantities, and fine-tune assortments to individual communities. We use our extensive background, knowledge, insight and experience across many verticals to facilitate successful communication with your Buyer.

What's more, we can support your strategic decision making with regard to sales growth and improved ratings on your Scorecard. And we can deliver the same high level of analysis for over 30 other retailers!

Enhanced Retail Solutions provides your planning team with a different perspective - One that is based on how the Buyer thinks and takes action.

If you don't have - or don't want to invest in - the person or staff with an understanding of planning, we offer a team of highly trained consultants to fit your business needs. We also offer strategic consulting. Our 30+ years of buying background and domain expertise will enable your sales team to make more effective pitches and recommendations. This insight enhances the relationship you have with your retail customers.

Most Enhanced Retail Solutions customers see a return on investment within a few weeks to three months. That's because just one reorder pays for the system. Even incremental changes per door will yield tremendous gains across these chains.

Increasingly decision makers are turning to Enhanced Retail Solutions to better understand retail performance and uncover new opportunities.

Our customers do not want to sit back in difficult times and worry. Instead they want to see what they can do to help their business. They include a broad range of manufacturers, from \$20M to billion dollar companies across many verticals, including apparel, home textile, home décor, housewares, toys, jewelry, cosmetics/HBA, hardware, food and consumer packaged goods. They are finding us to be their competitive advantage.

Wouldn't you like to do the same?

***"ERS' presentation was accepted and our Walmart Buyer agreed to the additional 300 stores we proposed.
– Walmart client***

"Consumers insights that can be leveraged to generate increased sales is now a requirement for a productive relationship" – Walmart

Enhanced Retail Solutions LLC
214 W. 39th Street, Suite 1204A
New York, NY 10018
T: 212.938.1991
www.enhancedretailsolutions.com

***"I am completely blown away by the level of detail."
– Director of Apparel Strategy, Walmart to our client***

***"What you provide is so important that I do not understand how any company can live without your services."
– Sam's Club client***

***"We felt we had a good handle on the numbers - so engaging your consulting was a leap of faith. What we found out was that your level of sophistication was truly beneficial - Within a few short months, your retail analysis and guidance generated over a quarter of a million dollars of additional revenue."
– Walmart client***



Profit from Knowledge