

---

# Ex-Buyer Marketing Inventory Software

James Lewis, a former bedding buyer for J.C. Penney and now president of Enhanced Retail Solutions Inc., has created software to manage inventory, forecast sells and manage stock replenishment.

Lewis said his Desktop Analyst digests and saves raw data, and creates user-friendly reports—all in formats familiar to retail buyers.

“As a former buyer, I am very aware of how impressive it is when a supplier comes to make a sales pitch armed with more than just samples. A buyer’s confidence must be earned by sound marketing and retail plans, supported by actual data of past and current sales at store level,” Lewis said.