



Sporting Goods Retail

- *The US retail sporting goods industry includes about 20,000 companies with combined annual revenue of \$35 billion. The industry is fragmented: the 50 largest companies account for less than 50 percent of revenue.*
- *The sports equipment market led the sports and leisure sector in USA, with a share of 52% in 2007*

Large chains have an advantage in stocking a wide variety of goods. Small companies and specialty sports retailers can compete successfully by carrying a deeper product line in specialized sports, hiring experienced staff, offering repair services or by serving a local market.

The buying patterns are largely influenced by popular sport in the area, population demographics and the disposable income.

Ever changing models of sports equipment, an extremely cost sensitive consumer, stiff competition from departmental store with well-appointed sports goods departments; as well as general merchandise discounters such as Wal-Mart, exert additional pressure on the sports goods retailer to remain competitive.

Ability to collate, analyze and act on consumer preferences, sales trends and keep track of changes in sporting equipment are imperative to succeed in the sports goods retail industry.

A Sports Goods Retailer is faced with the challenge to:

- Keep in touch with the sports industry – ensuring that the stores have the right mix of equipments and their models & sizes
- Provide After Sales and Repair Services
- Manage inventory levels cautiously and judiciously
- Periodically run promotions, campaigns and sports events to increase visibility thereby increasing footfall
- Remain closer to the consumer and analyze his preferences and overall sales trends.

Such a balance requires an integrated business management solution that allows flexibility to cater to the diverse & unique demands of Sports Goods Retailers. A system that seamlessly integrates all business processes from the POS at store to the planners at the Head Office lowering the overall cost of operations, simplifying expansion and enabling the Sports Goods Retailer maintain his unique proposition and positioning.

BENEFITS

Stay connected with your business operations

iVend Retail comes as an end-to-end business solution for sports goods retailers seamlessly integrating point of sale, in store inventory management, logistics, back office store and head office processes.

iVend integrates with SAP Business All-in-One and SAP Business One for head office operations and is an extensive retail management application to manage store and POS operations. The failsafe integration with SAP keeps the head office always connected with the store operations across the complete retail chain.

Inventory control and replenishment

Head office operations get complete visibility of stock across the retail chain and can effectively push stock rather than relying on store requisitions. Additionally the merchandising department can raise purchase orders in time to avoid stock out situations.

Store Managers and POS operators can gain complete visibility of stock across stores or at the main warehouse / distribution centers right from the POS interface.

Promotions that maximize profitability

Manage targeted promotions in multiple formats by easily analyzing detailed customer trends at individual stores and across the retail chain.

Retain customers and manage customer communication

The loyalty management module in iVend allows you to define flexible / attractive campaigns, ensuring customer loyalty.

Get a full range of analytics and service capabilities that help you better understand customer's trends and design promotions that maximize the potential of all your customer relationships by informing customers of available points, their value and their validity.

Grow your average sales ticket

Pop Ups for Up sell & Cross Sell and Promotions based on sale total at the POS interface enabling the POS operator to make additional recommendations to the customers.

Smoothly process routine and complex transactions

Combine multiple transaction types with in single POS transaction. POS operators can process a sale refund and sale transaction in a single transaction rather than a two-step process.

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Head Office / In-Store Management

Feature	Functionality
Inventory Management	<ul style="list-style-type: none"> ▪ Setup Product database for standard, serialized, batch managed, kit, assembly and non-inventory items or download the same from SAP Business One ▪ Define and manage items by attributes, such as Size, Color and Style ▪ Items can be marked as non-refundable ▪ Store and track offline inventory ▪ Create, manage, build and break down kits at individual stores ▪ Create and manage assemblies at individual stores ▪ Define Open Items which can be used with price override ▪ Track items by serial and batch numbers ▪ Support for variants of the product
Customer Management	<ul style="list-style-type: none"> ▪ Setup customer database or synchronize from SAP ▪ View credit limits, balances and customer contact information at the POS ▪ Define multiple billing and shipping addresses for customers ▪ Extend discount on items based on Customer Groups ▪ Analyze customer buying patterns using sales reports at the head office
Pricing and Promotion Management	<ul style="list-style-type: none"> ▪ Store specific pricing ▪ Period and Volume Discounts: ▪ Special Prices for Business Partners ▪ Discount Groups: Define discounts for Business Partners based on: <ul style="list-style-type: none"> ▪ Item Groups ▪ Item Manufacturers ▪ Define promotions to allow discounts for a specific quantity and/or combination of goods ▪ Promotion based on sale totals ▪ Happy hour based promotions ▪ Define discounts based on: <ul style="list-style-type: none"> ▪ Item Groups ▪ Manufacturers ▪ Tax Exclusive / Tax Inclusive Pricing
Loyalty Management	<ul style="list-style-type: none"> ▪ Web based system with customer portal ▪ Setup and manage multiple loyalty schemes which assign points on customer purchases ▪ Define ageing criteria for loyalty points ▪ Redeem loyalty points against new customer purchases ▪ Loyalty points can be redeemed across the network of stores
Gift Cards / Certificates	<ul style="list-style-type: none"> ▪ Setup and manage multiple gift cards ▪ Gift Cards can be sold and redeemed across the network of stores ▪ Re-charge gift cards ▪ Cash back on gift cards ▪ Support for card or paper based gift cards
Up sells and Alternative Items	<ul style="list-style-type: none"> ▪ Assign item substitutes and up sell items ▪ Up sell and alternate item recommendations automatically pop up on the POS
Cash and Till Management	<ul style="list-style-type: none"> ▪ Create and track the cash being disbursed and collected from each POS from the start till end of each day. ▪ Maintain opening balances for each POS ▪ Ensure till counts at various stages. This helps in auditing and reconciling the till amounts ▪ Record Till Count variance and post variances in SAP Business One.
Layaway Management	<ul style="list-style-type: none"> ▪ Create and maintain flexible layaway plans ▪ Define installment count, minimum installment count, maximum installment count, layaway duration, and inventory issue method for layaway plans

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Head Office / In-Store Management

Feature	Functionality
Stock Transfer	<ul style="list-style-type: none"> ▪ Create Stock Transfers between stores or between stores and head office warehouse / distributions centers
Goods Receipt	<ul style="list-style-type: none"> ▪ Receive stock from unknown source (not based on a purchase order or stock transfer receipt) ▪ Receiving items by scanning items
Inter-Store Transactions	<ul style="list-style-type: none"> ▪ Visibility of stock across the retail chain ▪ Book orders to be fulfilled by other stores ▪ Perform sales refund from any store
Sale Attributes	<ul style="list-style-type: none"> ▪ Collect special information at the POS register, e.g. zip codes for advertising effectiveness
Reporting	<ul style="list-style-type: none"> ▪ Generate reports to show sales breakdowns, identify slow-moving items, and check sales for any day—by store, item, Item Group, Customer, Customer Group or Sales Person ▪ iVend provides multiple reports in the following categories: <ul style="list-style-type: none"> ▪ Sales Reports ▪ Collection Reports ▪ Inventory Reports ▪ Fulfillment Reports ▪ Reports can be previewed on screen, printed, or exported to Office Excel, Office Word, and other applications and formats supported by the Microsoft Windows operating system. ▪ Ability to edit existing reports as per the user format. ▪ New reports can also be added using the custom reporting feature.

POS Operations

Feature	Functionality
Transaction Processing	<ul style="list-style-type: none"> ▪ Touch Screen enabled and ability to define keyboard shortcuts ▪ Following transactions are supported on the iVend POS: <ul style="list-style-type: none"> ▪ Sale ▪ Sale Return ▪ Sale Exchange ▪ Sales Order booking / Order fulfillment ▪ Quotation / Convert quotation to Sales Order or Sale ▪ Layaway booking / Layaway fulfillment ▪ On Account Payment ▪ Capturing Lost Sales ▪ Support for multiple transaction types in a single POS transaction, for example the user can execute a Sale, Sale Return in a single transaction ▪ Print Gift Receipt to be given with gift items ▪ Visibility of inventory of all stores and warehouses at the POS with real time inventory control ▪ Automatic Barcode determination at POS: The system follows a sequence of methods in attempting to resolve a barcode to a product or a card swipe to a customer/security use stopping the search when it successfully matches them ▪ Display customer balance and credit limit on the POS ▪ Automatic price and tax determination at POS ▪ Sale Refund without reference to a sale transaction ▪ Ability to attach reason code to transactions ▪ Ability to add sale level comments at the POS. These comments can be printed on the receipt. ▪ Prompt the user to book a Sales Order when the store is out of inventory

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POS Operations

Feature	Functionality
Transaction Processing	<ul style="list-style-type: none"> ▪ Customer credit limit check on POS ▪ Ability to suspend transactions and recall the suspended transactions ▪ Ability to void items or the complete POS transaction. ▪ Ability to attach different fulfillment plans to different Sales / Order items. ▪ Build / Break down Kits in real-time on the POS ▪ Manager override for following scenarios: <ul style="list-style-type: none"> ▪ Price Override at the item level can be done beyond the Price Override Limits ▪ Discount override at the item / sale level can be done beyond the Maximum Discount allowed ▪ Manager can unlock the POS once it gets locked on reaching the tiple point ▪ Customer credit limits override ▪ Facility for attaching Sales Person to Sale ▪ Track and redeem customer loyalty points
Payment Processing	<ul style="list-style-type: none"> ▪ Payments on the POS can be made by the following tenders: <ul style="list-style-type: none"> ▪ Cash ▪ Credit Card (Supports both online and offline authorization mode) ▪ Debit Card ▪ Check ▪ Travelers Check ▪ Voucher ▪ On Account – This special tender enables the user to leave the payment amount on account ▪ Gift Card ▪ Loyalty Points ▪ Custom tender – This special tender allows businesses to define their own financial instruments and control their integration with SAP Business One ▪ Support for the following Credit / Debit cards: <ul style="list-style-type: none"> ▪ Master Card ▪ Visa ▪ Amex ▪ Diners Club ▪ Discover ▪ JCB ▪ Others – Payment by cards other than the above ▪ Collect payments by multiple tenders ▪ Tender rounding based on retail setups ▪ Automatically update balance / change amount ▪ Automatically update transactions with the default tender for change ▪ Collect advance payment from customers ▪ Transaction payments can be staggered across multiple transactions ▪ Ability to print payment receipts. This feature allows specifying the count of the payment receipt that is required for e.g. credit card receipts are to be signed in duplicate.
Periodic Activities	<ul style="list-style-type: none"> ▪ Create and track the cash being disbursed and collected from each POS from the start till end of each day. Maintain opening balances for each POS and ensure till counts at various stages. ▪ Perform Cash In/Cash Out for the till at the POS ▪ Facility to book petty expenses at the POS ▪ Detailed Tender Counting for Credit Cards/ Debit Cards/ Voucher/ Check / Travelers Check



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