**retailpro** ®

# Sporting Goods

Keeping your sporting goods store operations profitable entails understanding your business and knowing how to stay lean, monitor fast-moving items and implement cost-effective business processes and relationships. You also need the power of Retail Pro to serve your needs and that of your customers — whether one is responding to special orders or simply processing complex transactions at the POS station.

Retail Pro provides sporting goods retailers the right tools to help compete effectively in an ever-changing and demanding marketplace. Easy to install and use, this flexible, affordable point-of-service software solution helps effectively manage all aspects of your inventory.



### Among other things, you can:
- Manage a large range of inventory items — with ease. Keep track of every item — from basketballs, racing bikes, camping gear to sports clothing and anything in between. Understanding specific merchandise requirements, one can easily track and manage hardgoods, softgoods, and non-inventory related items. Better buying decisions can be made based on accurate inventory records.
- Customers and employees are kept happy with fast item lookups. Speed in the checkout process and delivering better and improved customer service is easily achievable.

### Effectively Track Inventory
Sporting goods retailers are always faced with the need to know as to when to restock any fast-moving or popular items or when to eliminate items that have remained stagnant in inventory. Retail Pro allows you to get finalized, accurate, and current information so intelligent reordering choices can be made. This flexibility allows retailers' to adapt to the ever changing demands of consumers.

Sporting goods retailers have the ability to track and manage merchandise. Inventory tracking is simplified down to specifics like style, color and size. Special kits and packages can be created based on season or promotion to help sell slow-moving items. Items can be placed on backorder for future deliveries. Inventory replenishment can be automated based on reorder point/restock level or quantities. Multiple vendors can be compared based on their pricing. Purchase orders are created based on current and accurate on-hand information within your system.

### Enhance Customer Satisfaction
Customer information is quickly accessible in the system to help the sales associate to help them sell more merchandise items effectively. Customer demographics can be shown and retrieved from POS. Instantly access a complete history of customer purchases, payments, and account information at the POS to better serve your customers. The system provides the ability to suggest relevant up-sells and cross-sells, of sale or discounted items and provides volume discounts to a select group of customers. Targeted mailings can be created based on customer preferences. The system allows for automatic discounts and differential pricing based on customer buying habits. A multitude of tender types can be handled by the system. The system has the capability of handling sales-related transactions even when the network is down.

## Money and Time Savings

Optimum productivity at your sporting goods store is achievable with Retail Pro because the solution is easy to learn and use and still offers the power and flexibility you need to adapt quickly within an ever-changing marketplace. The system installs easily allowing a quick set up so that sales associates can learn POS functions within minutes. Secure authorization levels are provided to either lock out or empower sales associates to access critical and sensitive data. Inventory control and management can be automated to reduce shrinkage and identify slow-moving items. Wizards are built-in to help sales associates to handle complex tasks.

## Use Customizable Management Tools

Power tools are available to quickly identify seasonal sales trends and track results from promotional sales campaigns. POS screens can be easily configured to show exactly the information pertinent to sales associates handling multiple transactions and operations. Receipts and text messages can be customized to include logos and promotional messages. Various pricing structures for markups and discounts can be established. Wizards are provided to help in data input for new items, manage inventory and other sales operations related to sporting goods store activities. Different security levels for each sales associate can be created based on job responsibility.

## Comprehensive and Flexible Reports

Accurate and timely information at store level helps retailers make smarter decisions. To know exactly what sold best in every department, category, and season; quickly decide what to buy or mark down are just a few of the capabilities provided by Retail Pro. Sales and inventory reports are within reach and help make it easy to make buying decisions and which items to set aside for markdowns. The system also provides multiple ways of previewing, printing, or exporting data. A wide variety of filters are provided to generate customized reports.

## Centralized Reporting Easily Within Reach

The Retail Pro integrated solution helps keeps the information moving smoothly across the entire business enterprise. The solution easily connects with other applications, other legacy systems and third party accounting and financial packages. Whether you have one store or a chain of stores, retail operations information is within reach by location or by region/geography. In-store traffic, sales performance, sales associate productivity are just a sampling of information that can be retrieved and analyzed.

## Grow as the Business Changes

The Retail Pro solution can help protect your investment and enable you to use the same software and systems as your business grows into multiple stores and retail channels. Bear in mind that additional lanes or checkout stations can be added to the system with minimal disruptions to retail service operations. The flexible and solid Oracle platform allows your retail enterprise to virtually scale without limits. This proven platform does not require an expensive IT staff to administer or manage and easily adapts to your retail enterprise environment and at the same time providing key performance statistics related to your operation.

As the global leader in the POS and inventory management space, Retail Pro's capabilities are used every day by over 35,000+ customers in over 73 countries. It is translated in over 18 languages and localized currencies. With a global network of business partners who are rigorously trained and certified, Retail Pro is strongly represented and installed across North and South America, Europe, Asia/Pacific, Africa and the Middle East.

To discover why retailers in the sporting goods industry choose Retail Pro, call for a free CD and demonstration.

**See for yourself what Retail Pro can do for your business!**

**www.retailpro.com**



Serious software for serious retailers.