How to maintain Retail Chains in effectmanager

This guide shows you how to maintain your Retail Chains in effectmanager by adding, editing, or deleting Retail Chains.

This guide is only of relevance if you have the Promotion Module in effectmanager.

In effectmanager, you can add as many Retail Chains as you want. The Retail Chains are used when adding prices to your products and when creating promotions.

👍 **Pro tip:** The Retail chains are also used for importing POS data and Sales-in to completed promotions.
If you need more knowledge of how sales are automatically imported to completed promotions, please see our guide, [How sales are automatically updated on completed promotions](#)

⭐ **NEW Functionality:** You can now add a standard **Promotion Length to Retail Chains**, as this may vary between chains. Just edit your Retail Chains to use your own Promotion length.
The Promotion Length is used when creating Promotions in Promotion Scheduler.

Creating Retail Chains

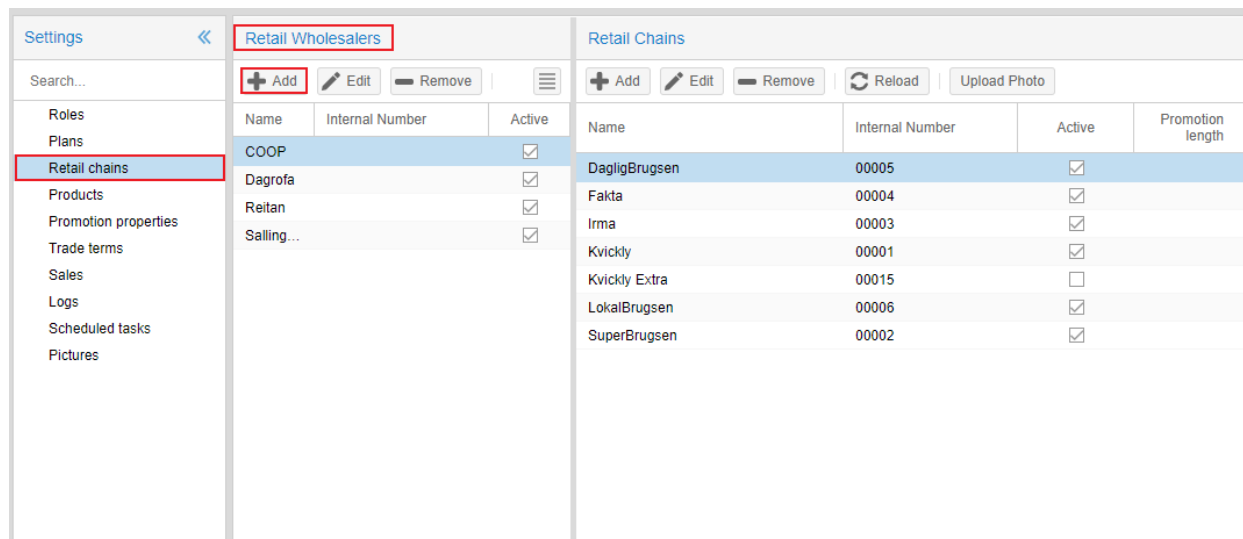Go to settings in effectmanager, in the sidebar menu press *Retail Chains*.
In the left window, is your Retail Wholesalers, and in the right-side window is Retail Chains.

Creating Retail Chains is a two-step process.

- [First Creating the Retail Wholesalers](#)
- [Second Creating the Retail Chains](#)

Creating Retail Wholesalers

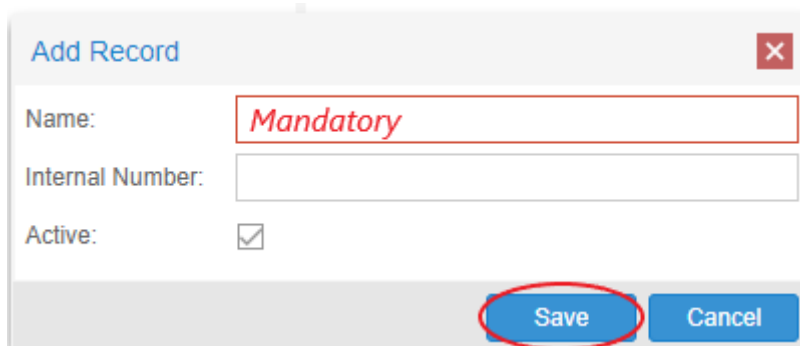**1.** First, you must create your Retail Wholesaler. Start by pressing *Add* in the left window.

2. In the pop-up window, you can now add the Wholesaler information. Create the Wholesaler by pressing S*ave*.

The *Wholesaler Name* is mandatory.

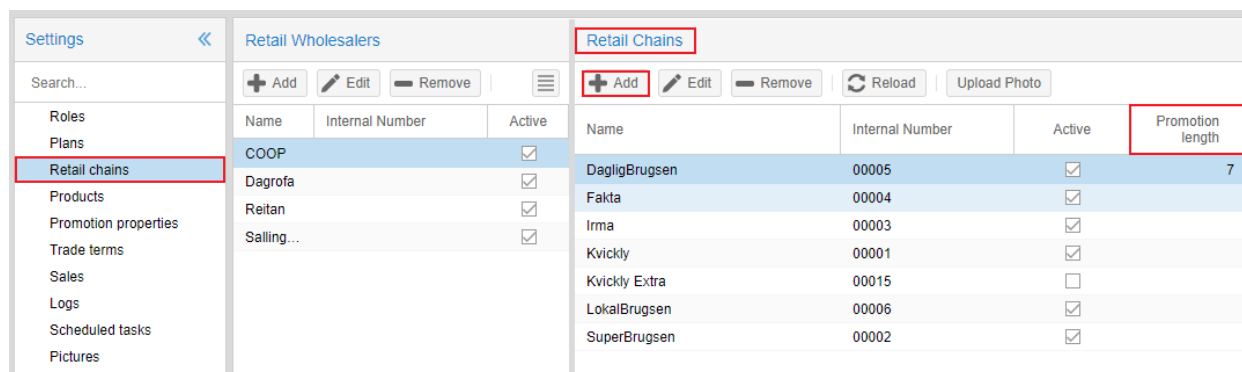## Creating Retail Chains

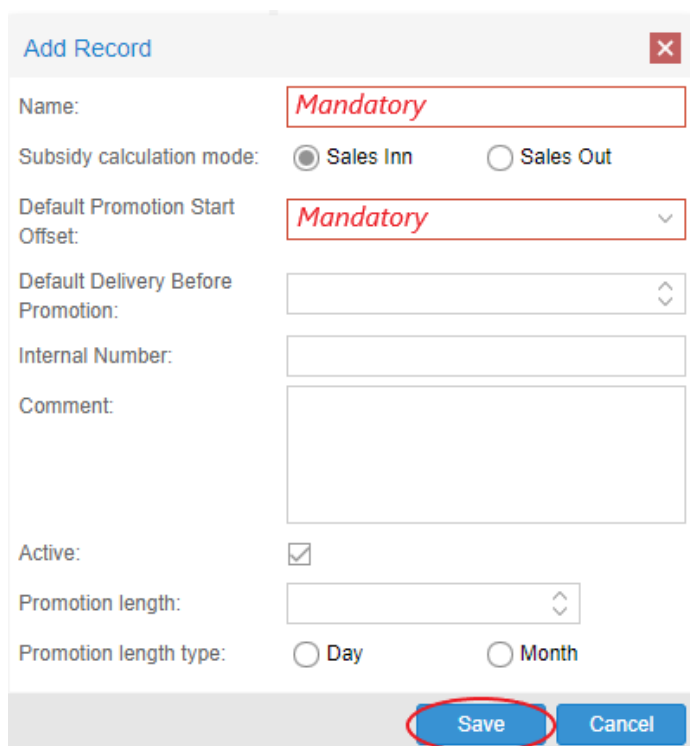When the [Retail Wholesalers](#) are created, you can add, edit, or remove Retail Chains in the right-side window.

1. To add a Retail Chain press *Add* in the right-side window.

2. In the new window, input the Retail Chains master data. Create the Retail Chain by pressing *Save*.

NB! If the Retail Chains promotion length is not provided. effectmanager will use 7 days as predefined promotion length.