

# ORACLE RETAIL ITEM PLANNING



## BENEFITS

- Improves accuracy in item planning
- Reduces markdowns and increases profits
- Maximizes return on inventory Investment
- Supports the entire life-cycle of an item
- Provides decision support and continuous visibility into sales, inventory, and profits

*Everyone knows that retail is about having the right product, in the right place, at the right time, at the right price, and in the right quantities. The question is what's the most efficient way to accomplish this?*

## Challenges of Creating Effective Merchandising Strategies

As a retailer, you face a big dilemma. You have to increase sales, margin, and return on investment—at the same time. To balance the demands of both the consumer and the shareholder, you need to manage your business at increasingly granular levels of detail—all to create realistic merchandising strategies within the boundaries of the financial plans while differentiating your business from the competition.

- Numerous problems undermine the best intentions at item planning:
- Most systems do not support the need to reconcile item level plans with higher-level financial plans.
- Large, cumbersome data sets are inherent to item level planning, making the manual management of item-level plans difficult.
- Item planning ought to be fact-based, but sometimes facts are scarce or sourced from different systems, making weekly updates of plans difficult.
- Decision makers do not have visibility into the marketing strategies that impact receipt planning, sales, and profits.

## Achieve Business Insight with Oracle Retail Item Planning

Oracle Retail Item Planning facilitates the management of items that are key to achieving financial goals. Oracle Retail solutions support the entire life-cycle of an item by providing pre-and in-season workflow, which gives retailers continuous visibility into sales, inventories, and profits—allowing them to avoid lost sales due to inadequate inventory or to the dreaded over-stocks that drain profits.

## Benefits of Oracle Retail Item Planning

**Improved Accuracy.** Provides views into sales history, actualized weekly sales, and unconstrained forecast—which support better, more accurate planning.

**Increased Profits.** Supports proactive in-season item management resulting in fewer lost sales, excessive markdowns, and unprofitable exit strategies.

**Increased Return on Investment.** Enables receipt flow planning down to the weekly level to maximize return on inventory investment.

**Reduced Markdowns.** Ensures that bottom-up item plans reconcile with top-down financial plans, preventing over-stocks.

### Key Features of Oracle Retail Item Planning

**Configurable.** Architected as a basic template for item planning and designed to be further tailored to each retailer's unique business process without programming customizations.

**Multi-Channel Support.** Provides for planning across all distribution channels including stores, Web, and catalog.

**Integrated.** Incorporates item demand forecast from Oracle Retail Demand Forecasting and financial targets from Oracle Retail Merchandise Financial Planning.

**Scalable.** Proven to provide scalability for large data sets.

### About Oracle Retail

Oracle is the number one provider of innovative and comprehensive industry software solutions for retailers - enabling organizations to serve their customers better by applying insight into daily business decisions for more profitable results. With software that provides supply chain, operations, merchandising, store systems, optimization as well as enterprise applications and infrastructure software, Oracle partners with the world's leading retail companies, including 20 of the top 20 retailers worldwide, to transform the economics of their businesses.

### Contact Us

For more information about Oracle Retail Item Planning, please visit [oracle.com/retail](http://oracle.com/retail), email [oneretailvoice\\_ww@oracle.com](mailto:oneretailvoice_ww@oracle.com), or call +1.800.ORACLE1 to speak to an Oracle representative.



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