

Unleashing the Power of Merchandise Planning and Open-to-Buy Strategies for Retailers



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Follow-up Survey will be
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Presenters



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Introduction to Horizon & ANT USA

Introduction to Horizon Retail Solutions



- **All-in-One** software suite to run your entire retail chain
- **30+ years in business**
- Backed by **Constellation Software**, a leading public technology company

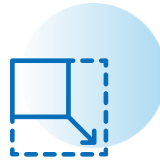
Introduction to Horizon Retail Solutions

Key Differentiators:



All-in-One Solution

ERP, Point of Sale with integrated payment processing, Warehouse Management & ability to integrate with other software services.



Scalable

Able to support a handful of store locations and all the way up to 100+ store locations.



Hands-on Customer Support

Average customer tenure is 25 years.

ANT USA, Inc.

- In business +30 years. Stable & consistent.
- Effective, Easy, & Affordable.
- Enterprise level features and tech without the enterprise level burdens.
- Feature rich.
- Large install base. Many farm, sporting goods, and apparel brands.

Introduction to Merchandise Planning and Open To Buy

Origins of Merchandise Planning

- Invented in the '50s by big department stores
- Used to (and still can) be very expensive
- Many try it in Excel
- Most do it poorly
- The big guys (your competition) generally do it well – Tractor Supply, Home Depot, Harbor Freight, etc.

Why Merchandise Planning?

- Full circle department level (or vendor or class or buyer...)
level strategic view of your business
- Align inventory position to sales plans
- Get in front of issues quickly

Simple Three Step Process

1. Plan/Forecast Sales

Can be as simple as LY +3% or much more.

2. Plan Inventory Targets

Turns? Weeks of Supply (W/S)? Up or down from LY? Different by Division?

3. Then Flow Receipts to Achieve Goals (Open to Buy)

Works For All Products

1. Replenishment - Absolutely. Have a more strategic eye on that part of your business.
2. Seasonal - For Sure. End you season in a more favorable inventory position. Fewer markdowns.
3. Vendor Centric – Take Control! Drive vendor programs to meet your needs (not theirs).

Defense + Offense for the Win

**Defense:
Item Level
Replenishment**



**Offense:
Category
Planning and OTB**

The three C's of OTB success

Complexity Management

Planning Calendar

Merchant Team Collaboration

Complexity Management

1. Don't drown in detail
2. Match OTB to the way your buyers think
3. Limit target KPI's to size of business
4. Focus on the big \$
5. Timely OTB is more important than precise

Planning Calendar

1. Set up a Monthly Business Review (MBR) meeting
2. Agree and publish seasonal and annual plan deadlines
3. Make sure OTB is published BEFORE the buying
4. REFORECAST
5. Run postmortems after every season

Collaborate with Merchants

1. Make sure the buyer/GMM signs off on sales plans
2. Discuss planned inventory level moves
3. ENFORCE Open To Buy compliance
4. Coach your merchants on target KPI's
5. Accept merchant pushback

Introduction to the Buyer's Toolbox

Dmitry Goykhman – Founder and CEO, ANT USA
Jeff Dillon - Director of Operations ANT USA



How does Buyer's Toolbox work with Horizon Host ERP?

Chris Smith – Systems Architect, Horizon Retail Solutions

How does Buyer's Toolbox integrate with and complement Horizon Host ERP?

- Horizon is currently working on an integration with ANT USA that will allow extraction and synchronization of data from Host ERP to the Buyers Toolbox
- Horizon Host ERP is complemented by Buyers Toolbox in expanding the merchandising capability:
 - Enabling Open-To-Buy functionality
 - Providing a tool to manage budgets
 - By Vendor
 - At the department, class, subclass, or fine line level
- **Horizon and ANT USA can work with you to schedule a demo with your retail data loaded.**

How to get started!

- Schedule a zero-pressure discovery call.
- Proof of Concept. We will demo with your data.
- Implement in weeks (not months or years).
- Save real cash fast!

Want to know more? Reach out!

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Q&A



**Don't forget to let us
know how we did!**

Thank you!

