Promotions Concepts

Warehouse Data Feed

Made up of different files, called "batches", and is sorted by the type of change. Deploying the batches modifies the price of the items at the cash register. The data feed can also report limited data from your store back to your warehouse to support your participation in running sales on items from your warehouse.

Weekly Data Feed
- 100% Required
  - From Module 2 Tech Infrastructure, we know if your POS won't integrate with your warehouse, **Do Not Buy That Particular POS**
- Setup by Warehouse IT and POS Vendor
- Your batches appear in your POS back office once per week at a scheduled time carrying the updated information you need to stay current with your warehouse

Batch Process by Type for POS & Shelf Tags

Truck Mail or Pangea
- Truck Mail
  - Warehouse – sends weekly "Truck Mail" with your tags aka they come with your grocery delivery
    - If truck mail is unreliable, you quickly need a solution to print tags yourself
- Pangea Tag Batches
  - If printing tags yourself
  - Pangea Printer is an upfront cost of a few hundred dollars then a price per page of tag stock
  - Main Batch of files once per week includes
    - TPR's (Temporary Price Reductions)
    - New Items
    - Price Changes
    - Discontinued Items
  - Additional New Item Batches show up the day after each truck, if you ordered new items for that truck

POS & Shelf Tags Processes for each Batch Type
- Batch: Price / Info Changes
  - Deploy batch and hang new tags in unison
    - Most price changes are things going up - big no-no with Weights & Measures if the shelf price is lower than what the cash register rings up
  - Info changes can include new size, upc, warehouse order code, name, etc.
- Batch: Cost Changes
  - No Tag changes to coordinate unless cost change drives a price change
  - Deploy ASAP once received
- Batch: TPRs (Temporary Price Reduction)
  - Easy sales to incorporate into your store
  - Sales last several weeks to several months
  - New sales start every week and sales expire every week
  - Take down Old TPR tags on their end date
  - Sometime during the week hang new tags and deploy POS batch at the same time
- Batch: Newly Ordered Items
  - May be easier to manually enter off the invoice
  - Ask if your warehouse automatically generates/sends a tag for newly ordered items
  - Print (if needed) and hang tag ASAP
- Manual: Manager Specials
  - Manually generated tags for your hand-selected special offers
  - Use to move anything you're long in
- Tag batch: Discontinued Items
  - Read the tag batch, don't necessarily need to print
  - Order replacement products as necessary
- Batch: Weekly Ad Flier
  - Covered in next session in full

Ad Flier

Weekly/Monthly Sale Flier
- Sale Items SELL
- Choosing your Ad Group
- Color Printing or Black & White
  - Always be aware of the cost difference between the options they present
- Various Types of Sales
  - Off Invoice Discount
  - Scan
  - Billback

- Outgates
  - Option to remove
  - Manually build sale (ex. 5 for $5 mix and match)
- Produce UPCs
  - Example: strawberries go on sale on Wednesday so the UPC of strawberries on the shelf on Wednesday gets put on sale. Then on Thursday, more strawberries come on the truck that are a different UPC. The newly received strawberries need to manually be put on sale otherwise will go through the register for full price.
  - From Module 8 Operations, we covered the task of "POS Updates for Product Changes" which can catch sale items as well

Shopping Prebooks & Websales
- Very important weekly task
  - Ex: lunchables normally cost $1.05 each but go on sale for $1 - if you buy on websale they only cost $0.89
- Rolling Stock Status Report
  - Always check before ordering

POS Process
- Easiest to deploy this batch between days because it involves a lot of tags
  - Take down last week's tags
  - Hang this week's tags
  - Deploy ad item batch
  - Be sure to enter manual sales as needed into the POS and generate/hang tags accordingly

Tag Process
- Time required to sort tags
  - Print your own - sort manually through Pangea interface and de-select (don't print) the ones you don't need
  - Receive the full set of printed tags, sort out the ones you don't need
  - Inquire with your warehouse for the cost difference between these options
    - Don't forget to factor in time and whose time it is
- Process to sort tags
  - High level manager -
    - sort via Pangea interface or in the full batch of tags to eliminate tags from memory based on what they know we do or don't carry
    - Con: high level managers tend to be very busy and your most expensive labor
  - Base level employee -
    - Pro: easy for anyone to do who can type numbers

- ■ [V-Lookup](#) done by Manager = efficiently look for an item from List A on List B, report if it's there or not
    - ● List B: A few times a year, pull a list of your store's movement, as in, all items you carry inside your store
    - ● List A: Each week - run a vlookup function on the Ad flier spreadsheet sent by your warehouse
        - ○ =vlookup(lookup_value, table_array, col_index_number, [range_lookup])
            - ■ Breaking down the formula:
                - ● Lookup_value = the UPC on the ad flier spreadsheet (List A)
                - ● Table_array = select the entire UPC list for your store (List B), and tap the F4 key on your keyboard to lock your selection (it'll put $ signs around your selection)
                - ● Col_index_number = to return the item name, count how many columns over the name is and enter that number here (example: the name is the second column so you would enter 2)
                - ● Range_lookup = type "false" to force it to return for exact matches only
            - ■ Drag this formula down the side of the entire ad flier list
        - ○ This will populate the vlookup column noting which items you have in the store and which you don't carry
        - ○ List A is complete and ready for your part time employee to do the rest
- ■ Ctrl + F search
    - ● For each sale tag, search for its UPC on List A
        - ○ The vlookup will have returned
            - ■ the product name for items you carry inside your store
                - ● Keeper pile
            - ■ N/A for sale items you do not carry
                - ● Discard pile
            - ■ Error item not found
                - ● Keep for Manager's review (most likely discard)
                - ● Rare instance - means they sent a tag for a sale item that wasn't on their spreadsheet

Outdated Products

Discount Outdated Products
- **<mark>Template:</mark> Mod8_2 Process Outdated Items**
- If you paid to bring the product into the store, your goal is to sell it until it's no longer "sellable"
    - "Sellable" is subjective and ideally should be left up to your customers
    - Bad form to leave outdated products on the shelf for full price
    - When pulled, discounted, and relocated to a discount section, many customers will happily buy outdated items for a reduced price
- Mark down products close to or past their sell by date
    - Highly perishable - may mark down before the date is passed
    - Shelf stable - may wait until after the sell by date has passed
- Move to discounted product area
    - Shelf or endcap
    - Dump cart
    - Refrigerated
    - Frozen
- Clean out discounted area every once in a while
    - Highly perishable - clean out ever 2 weeks
    - Shelf stable - clean out every few months