

Case Study: Leading Men's Suit Retailer In-Store Markdowns

THE CHALLENGE

A retailer of men's suits with more than 1,400 stores between three different divisions was doing markdowns by hand, which was very slow and labor intensive. The company had capital dollars available in their budget and made plans to enter a pilot program for the Avery Dennison® Monarch® Pathfinder® 6140, which was able to show the customer a reduction in markdown times by roughly 70 percent.

"The same associates selling suits, renting tuxes and helping customers also have to do the markdowns," sales representative Frank Blancato said. "They had to take print outs and find the items that needed to be marked down so they were touching the items three times to get them marked down and back on the racks.

THE SOLUTION

The associates of the apparel chain were already using smart devices in the stores so implementing the Pathfinder 6140 with already familiar technology made it a seamless fit for the company.

"We are able to take the intelligence out of the 6140 and put it into a smart device so it's a little smaller and a little lighter and it's much more economical," Blancato said. "It's a better solution than putting in a whole brand new scanning device that's going to cost twice as much. It was a solution they could deploy with smart devices in their stores and they could get enough units under the budget they had."

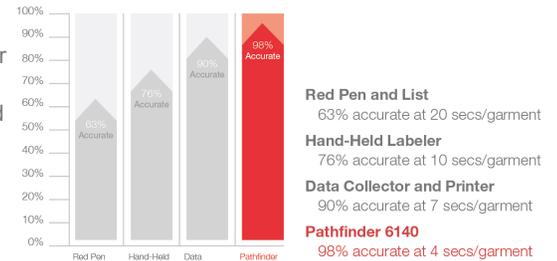
More Time for Customers

The new system, powered by Manhattan Associates' price application software freed up the associates to assist customers and focus on sales rather than devote extra time to markdowns.

"When the associates start doing markdowns, it's not unusual for customers to walk in the door," Blancato said. "These are commissioned sales reps and they'd much rather sell and get paid than to actually go and do markdowns. The old method they were using was very inaccurate and they weren't getting them done. When they're not getting done, they're not selling and that's a problem."



Markdown accuracy percentage per markdown device
Internal study using 500 scanned garments



Avery Dennison helped this customer achieve a reduction in markdown times by roughly 70 percent.

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A Non-Traditional Pilot

The pilot was introduced in three Texas stores before the program was expanded to all of the retailer's Florida stores. One of the company's regional vice presidents was an early champion of the program and helped spread his pilot success story throughout the organization.

"This was a little different because we didn't set it up as a pilot where the pilot software wasn't real," Blancato said. "We actually set it up with their IT group and our IT group so everything they needed for the deployment had already been done. Once they got the first three stores launched in Texas in the second quarter, they had everything they needed for a successful launch in Florida."



WHY AVERY DENNISON

Avery Dennison offers a selection of integrated price management solutions designed to boost markdown productivity. Our mobile printers reduce the complexity and time spent on markdowns for greater efficiency and accuracy, while driving increased margins. They also enable omnichannel cross-selling activities and some connect seamlessly to in-house smart devices.

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