

Clear aged stock

How and why

Benefits

To manage your stock effectively, it is important to find a balance of holding stock versus clearing product. Stock lines that are aged, damaged, overstocked require purposeful action to be cleared. Actively managing your aged stock will assist you to:

- **Improve** cash flow
- **Manage** gross profit
- **Maximise** sales
- **Make room** for new lines
- **Reduce** write offs
- **Increase** customer confidence

RUN

Point of Sale reports to provide you with data to determine aged and non-performing stock lines that need to be marked down

UTILISE SIGNAGE

to showcase marked down product including ceiling posters, shelf talkers, shelf wobblers, A5/A4 signage etc.

IDENTIFY

product lines to be cleared and determine markdown prices



MERCHANDISE

marked down products to create visually appealing product presentation

PLAN

how you will merchandise the marked down product lines e.g. stay in category, move to clearance section

MARKDOWN

stock with markdown stickers. Keep original price and add markdown stickers underneath to highlight savings to customers