



Presented
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The Science & Art of Buying for Profits Plus!

1. Right item(s)

2. Right price

3. Right time (of year)

4. Right quantity

5. Right customer

6. Right location/display

7. Right message

8. Right salesmanship

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Markdowns occur because:

Someone sells it for less

Someone advertised better

Too many ordered/reordered

Bad display

Poor salesmanship

End of season

Wrong kind for the customer

Weather

Competing event

The Science & Art of Buying for Profits Plus!

Incomplete selection

Questioning the budget for department and fineline

Square footage

Dollar commitment for inventory

Gross sales

Margin

Turn

Profit

Uniqueness

Spoilage, shrinkage, regulations