

## Chapter 1 : StrikeForceNZ: Maximizing your profits through a supermarket broker

*Maximizing merchandising productivity simply boosts profits. Move full-priced inventory more quickly, and quickly discount laggards before they become unsellable. Customer satisfaction and competitive advantage.*

Merchandising for Profit Discount Stores Posted at Merchandising your liquidation products in an effective way can make the difference between a wildly successful discount store or one that struggles to turn a profit. John Foto of Santa Fe Seconds, a trio of wildly successful discount stores launched in , helps to illustrate some key techniques that can help make a liquidation retail operation successful. Implement the following tips and set up your store for success!

**Display What You Have** Many liquidation retailers express frustration at having to purchase mixed lots of assorted items like footwear for instance , because of the challenge of displaying them. It is perfectly okay to display everything you have on a wall, either organized by size or not organized at all. It is therefore very important to always source a percentage of seasonal products and to display those products prominently. Never Underestimate Impulse Items Impulse items or small, every-day use items placed near or at a checkout counter are applicable to every type of retail operation, both in person and online. Make sure you always have a selection of impulse items at your checkout counter to engage customers as they wait in line to pay for their purchases. Impulse items can consist of food or snacks, beverages, small items like jewelry, baby accessories, nail polish or cosmetics, chapsticks, batteries or other small, daily-use items. Add impulse items to your checkout locations and watch your average invoice amount increase instantly! However, it is absolutely acceptable to make your customers aware that you will not refund any purchases and that items are sold as-is. In order to provide better service and ensure customer satisfaction, you can choose to offer store credit in place of refunds. This allows you to keep your customers happy without making too big a dent in your bottom line. Whatever your store policy becomes, make sure you have prominent signs up around your checkout counters so shoppers are aware. Santa Fe Seconds used this clever method of informing customers of units that may be missing inside dinnerware set boxes: Often times, liquidation products will come without an original retail box or with a box that is in very poor condition. If a dinnerware set or any other item is missing its original packaging, you can shrink-wrap the items to keep them together and protect them from scratches and still sell them as a complete set!

**Two-fer deals** are always a great way to move more inventory while offering a volume discount to your customer. **Highlight Clearance Items** Clearance items are typically items you need to get out of your store as soon as possible to make room for new stock. Santa Fe Seconds takes the complete opposite route, and it works! They place their clearance items front and center in by the front door of the store so that every customer who walks in or out has to look at it. **Fancy Displays Not Required!** While there certainly is great value in displaying items attractively and investing in some professional store display units for certain types of items, other items can be displayed just the way you bought them. If you purchase wholesale merchandise from a liquidator that is delivered in large watermelon bins, those bins can make great rummage bins for cheaper items, impulse buys or anything of lower value that customers might enjoy digging through. Santa Fe Seconds astutely puts two bins of seasonal and deeply discounted items out front to attract bargain shoppers without having to purchase expensive display units. **Use Shopping Carts** If the square footage of your store permits, consider getting shopping carts for your customers to use. Or in other words, invest in a big, clear sign to define the entrance of your store. Many discount stores make do with a vinyl banner that eventually succumbs to weather and dirt and ends up hanging unattractively from one screw. Investing in a proper sign to highlight your store can make the difference in your bottom line. An attractive sign can bring in buyers who are just passing by great return on investment! In this image, Santa Fe Seconds used standard grid wall units typically used to display clothing on hanging waterfalls to display sunglasses. Cheap, effective, easy and best of all â€” reusable for other merchandise down the line! As long as items are displayed clearly and marked with price tags, the exact display solution you use is unimportant. You can also visit them at [www](http://www).

## Chapter 2 : 40 Easy Ways To Improve Retail Profit Margins

*When maximizing profits, remember that at certain points in your business's life cycle, it may not be possible to achieve the results you desire. There are often economic factors that you have no control over.*

To increase profit, you must be diligent in cutting frivolous costs and boosting productivity among employees. This ongoing process often faces many challenges. You can reinvest your profits in the business which will allow further growth and expansion, or you can take the profits as personal income in the form of a distribution.

**Analyze and Adjust Operational Costs** A key principle of business profit is that revenue must exceed costs or expenses. So a first step to increase profit is to analyze where money is being spent and determine if any expenses can be trimmed or eliminated. Overhead is one of the biggest categories of expenses for almost all business owners. A long-term lease is often an effective way to manage your rent expense and hold off on annual increases. Review the other categories of expenses as well and compare them against the previous year. If there is a large increase in a specific category, be sure that you understand the reason for any changes. Perhaps you had an increase in advertising or insurance costs. If the advertising campaign is paying off in increased sales, then the higher expense may be worth it. Insurance costs are always on the rise, but shop around to be sure you are getting the best rate to meet your needs.

**Evaluate the Cost of Goods** Another aspect of evaluating your costs is to review your cost structure. Make sure you have a sufficient markup on your goods. When the cost of raw materials and related costs increase, the additional costs need to be included in the selling price. Reviewing your cost structure on a regular basis will help you keep track of costs that are on the rise before the cost is too great to completely include in your selling price. However, if the cost continues to increase you will need to significantly raise the price to the consumer in order to maintain a profit margin on the product. Be careful however, skyrocketing prices may cause you to lose customers.

**Motivate Employees to Increase Profit** Another strategy for maximizing profit is to motivate your employees to be more productive. When your employees are happy, more quality work gets accomplished in a shorter amount of time. If lack of employee motivation is really holding your company back, consider using simple motivation techniques. Sponsoring a company picnic for employees and their families also serves to build positive morale and strengthens the company culture. Providing training and skills advancement seminars for your employees is another way to invest in your company. Well-trained workers are not only happier and able to work more effectively, but remain loyal to your company because they appreciate the personal investment that has been made on their behalf. Unfortunately, there are often economic factors that you have no control over which will affect your profitability. A natural disaster that affects crops or product costs or the arrival of a competitor in your area can influence your bottom line. There are often economic factors that you have no control over which will inhibit the growth and profitability you desire.

## Chapter 3 : How to Use eBay to Sell - 10 eBay Selling Tips to Maximize Profits

*That's where visual merchandising comes in. Visual merchandising is a time-tested retail concept that focuses on enhancing the aesthetic appeal of a product or store to attract customers and increase sales.*

The scene seemed a little ridiculous, but he had quite a little business going. I also learned quite a bit about what not to do from the people he was buying from. Using these tricks, I have been able to maximize my own profits on eBay.

**Know When to Use eBay** The first step in maximizing profits is to choose the right venue in the first place. You need to know how to choose between eBay and other options, such as Craigslist, Amazon, or even a garage sale. Use eBay for items that are:

- I once sold tires on eBay and had to send them across the country. This way, you can attract multiple bids from potential buyers.
- Convenient to sell online.

**Choose Your Words Wisely** When listing your item on eBay, choose your wording carefully and use the right keywords. Keep your title concise, but use as many descriptive words as you effectively can, so that your item will appear in more searches. To find the right keywords, consider all of the terms you might use to describe the item, and then fit the words together. And improving your reputation will boost sales. Reputation is key in the eBay community, and eBay does a great job of generating feedback and encouraging users to make use of the reputation tools. While you might make a few sales at lower prices, hiding imperfections will cost you even more in the long run. Some bidders are even looking for some used or refurbished items that they can fix up, but no one likes being surprised by an item in poor condition.

**Create a Professional Listing** With any business, the more professional you look, the more people will trust you. Make sure you have good pictures of your item and a clear, well-written description. A bulleted list in your description will be very attractive for potential bidders. Investing time in the visual appeal of your item will pay off when buyers start bidding. Make sure that your pictures represent the item well by taking pictures from all sides and angles. Use an appropriate amount of lighting, and use a neutral background. Remember, no one wants to see your item in the context of your messy house. Do not post any blurry pictures. If your item does have an imperfection, take a picture of it. If you are trying to sell a more obscure or less desirable item, then set the price at the lowest level that you are willing to accept. You may not see it move very much. Using the reserve price option is usually a bad move. A little homework can help you successfully set the right price. Statistics show that more users are online buying on eBay in evening hours, and Sunday night is the most lucrative night.

**Be Clear about Your Policies** To avoid any confusion and to maintain your reputation, make sure your listing is clear about any policies that you may have, on returns and shipping for example. Use a seven-day return policy that requires customers to pay for half of the shipping costs. Free shipping is very attractive to potential bidders. When you ship, make sure that you pack fragile items securely. If you have a paper shredder, you can shred up some old magazines to use as stuffing. USPS Priority mail has been the most convenient method for me, especially for small items. Postal Service provides free boxes and tape! Promptly send your invoices, and let your buyers know when their item is on the way. Take pride in your packaging, and go the extra mile and provide a packing slip. Be flexible and work with your buyers if there are some special circumstances that are within reason. But never negotiate the terms of payment.

**Final Word** Although there is fierce competition from online shopping sites like Amazon or Craigslist, eBay is still the biggest name in online sales. You might find the large, competitive marketplace a little intimidating at first, but you can quickly become a major player if you play your cards right. Are you a new eBay salesperson, or an experienced user? What are some of the items that brought in the most money during your eBay selling experience?

## Chapter 4 : How to Maximize Your Profits | [www.nxgvision.com](http://www.nxgvision.com)

*Your profit margin is a metric that should always be on your radar, and for good reason: it answers critical questions about your business, like whether or not you're making money or if you're pricing your products correctly.*

Liquidation , Refurbishment , Sourcing Founded by entrepreneur and philanthropist Pierre Omidyar in , eBay has grown into one of the largest online marketplaces on the planet. Put simply, liquidation is a way for manufacturers and retailers to dispose of large volumes of merchandise that would otherwise take up valuable space in their stores and warehouses. You may have heard the rumor that liquidators just sell broken junk and scratched-up old phones on their sites, and while this may have a grain of truth with the smaller operators, a top-tier liquidation business is an entirely different beast. Liquidators such as Direct Liquidation are online wholesale suppliers who partner up with some of the biggest names in manufacturing and retail in the United States, companies such as Walmart. What Types of Products are Liquidated? They come in the following classifications: Refurbished pallets of wholesale used electronics and unused electronics can be bought in grades, or in mixed pallets of stock depending on your preference. Closeouts Closeouts are products that a retailer no longer wants on its warehouse shelves, such as seasonal merchandise. For the eBay technology retailer, look out for closeouts of end-of-the-line products such as older model phones and tablets. With brand new models coming from the manufacturers on an almost monthly basis, retailers are always looking to dispose of slightly older “yet perfectly serviceable and attractive to customers on tighter budgets” hardware. Refurbished Items Customer Returns One of the largest sources of products a liquidator of the size of Direct Liquidation handles with its partners such as Walmart is customer return pallets. Every year in the United States, hundreds of thousands of products are returned to stores for a whole variety of reasons ranging from the products not working to the customer changing their minds about a purchase, and all sorts of reason in between. Overstock Put simply, this is merchandise that a retailer needs to dispose of because they have simply ordered too much. Only having a ballpark figure means most big retailers will over order, and unless the goods are on a sale or return basis, that product needs to go somewhere when the retailer needs to free up valuable store shelf and warehouse space. However, this seemingly useless junk is in fact very valuable to electronics retailers in particular, as it can be broken down and used to repair other products, bringing them back to higher specifications and therefore increasing their value. Those with DIY skills will appreciate this line of product, as it provides an almost endless supply of cheap spares. Maximizing Your eBay Profits As you can see, with a huge range of pallets of liquidated stock to choose from, there are ample opportunities for tech retailers to find exactly what they need to sell through to their customers on the eBay platform. Direct Liquidation is a goTRG company. Corey works with single pallet, LTL and truckload buyers directly to ensure they stay in stock with high quality inventory year round. Schedule a sales callback with Corey right now and find out how he can help your business profit with liquidation merchandise.

## Chapter 5 : Managing Your Retail Inventory Can Maximize Your Profits

*NSB's Connected Retailer Magazine - Fall, Maximizing your Merchandising ROI Connected Retailer Merchandising can help you boost profits in spite of tighter competition.*

Savvy business owners know that often the easiest path to growth their profits is to focus on their margins. Here are 5 concrete ways to improve your margins and earn more money. They were behind on their key contracts, forcing them to pay large dollars to expedite shipments, and their manufacturing processes had grown sloppy causing excessive scrap costs. In order for you serve your customers, pay your employees, and reward your investors yourself or outside investors , your business must be profitable. Your margins are a measurement of your profitability. There are two "margins" that you the owner must focus on. The first and most easily understood is your "operating profit margin. Your operating profit margin is a great measure of how profitable your business is overall. That 5 percent increase in operating profit margin equals a 20 percent increase in profit. The second margin you must understand is your "gross profit margin". This is perhaps the most misunderstood and least leveraged number in your business. Your gross profit margin is a measure of how much money you have left over from every sale after you take out what it cost you to produce or acquire the product or service you just sold. Yet it is such a powerful number. It tells you exactly how much money you have left after you pay the cost to produce and fulfill on a sale to spend on marketing, sales, fixed overhead, and so on--and still have enough left to make a reasonable profit for your time, effort, and risk. This number is also a great indicator of the overall efficiency of your business. Knowing this number helps you look strategically at your pricing. It lets you know which customers, products, or projects are the best margin business to go after, and which you should consider phasing out or even immediately cutting , and it even helps you spot inefficiencies in your production. Here are five concrete tips to help you improve your margins over the long-term: The faster your turnaround time from order to delivery , the lower your overhead cost per unit produced. This in turn means improved profit margins. So go back to your main systems from order to delivery, how can you speed up the process? Are there steps you can eliminate? Ways to shorten parts of the process? Can you automate, template, or pre-do steps? Can you script out your linkages between people and departments to speed up the process. Remember, the faster you make the this cycle, the better your margins will be, all things being equal. Up-sell and cross-sell to increase your average unit of sale. So how can you increase your average unit of sale per customer? Can you up sell to richer offerings? Can you offer larger units of purchase? Can you cross sell complimentary products or services? All of this allows you to amortize your marketing cost over a larger unit of sale which dilutes your marketing cost for each sale and hence grows your profit margin. Cut low-margin clients, products, or services, and invest the saved time and money in higher-producing parts of your business. This presupposes that you have accurate and timely reporting that shows you which clients, products, or services produce what margins. Assuming that you do, review a "margin analysis" of your key products, services or customers to see which are most and least profitable. One CPA firm we helped do this discovered that their best one-third of clients were covering their costs for their bottom third of clients who due to "scope creep" in their monthly write-up work were actually negative margin clients i. Do all you can to keep your clients actively purchasing from you. Can you strategically reinforce your business system to reduce that attrition? Perhaps you need to better communicate with them how to use your product or service? Or give them a well-timed "gift" or make a well-timed visit or phone call? Courting your current customers eliminates or greatly reduces the acquisition or marketing cost on that second and all later transactions. Watch out for scrap, spoilage, and wastage. Is it a quality issue on production? Are you poor at forecasting, and keep too much supply on hand for an order? Does it take you too long to sell your inventory and you lose part of it to obsolescence? A combination of reducing scrap, reducing expedites by refining their core manufacturing process so they met contractual delivery timelines without expensive rushes, and by intentionally focusing sales efforts on selling their highest margin products. For more ideas on growing your business, including a free tool kit with 21 in-depth video trainings to help you scale your business and get your life back, click here. Nov 25, More from Inc.

## Chapter 6 : Maximizing Your Merchandising ROI | CS Products

*Speaker. Harsh Varma Alternative Retail Format Manager of Merchandising and Project Management 7-Eleven Harsh is the Alternative Retail Format Manager of Merchandising and Project Management for 7-Eleven Inc. Harsh is a graduate of the University of Southern California with a graduate degree in management.*

As a result, efficiently managing your inventory is essential to maximizing your profits. Here are four ways an inventory management system can help you do this: Having visibility will help you manage how much stock you currently have, when to reorder, and when items will ship. This method will help you pinpoint process issues such as overstocks and stock shortages. With visibility into each part of your inventory processes, you can take steps to improve overall efficiency. Theft Control Not having a system will limit your ability to identify if items have gone missing or have been stolen. Once you identify high risk products, you can use loss prevention tactics for the future. Using inventory tracking software is more accurate than relying on Excel spreadsheets. In the case of the latter, data is being entered manually. On the other hand, inventory tracking software will keep track of this for you. But, this can be easy to avoid with an inventory management system. Automatic replenishment will create purchase orders once you reach your minimum stock levels. Simply reordering when stock is low may not be enough. Especially if the product has a long lead time. As a result, with a system you can ensure your stock always arrives on time. Do you know how much obsolete or dead stock you have? These are items that have completed their product life cycle and are no longer able to sell. If your retail store sells products that have short life cycles, such as clothing, this can be a huge issue. Especially with e-commerce on the rise, returns are common. But, it can be hard to keep track of returns. Using inventory software can make this much easier for your firm. A system capable of RMA will make it easy to monitor returns, defects, and items that need repair. Item status updates will let you know when the manufacturer fixes an item or when you need to replace it. In addition to tracking your returns, RMA can help you company figure out which items are commonly returned. Given this info, you can make changes to avoid this in the future. Learn more about how Clear Spider can help you manage your retail inventory.

## Chapter 7 : Metadata Mechanics

*Getting a solid handle on your inventory is the first step to improving your gross profit margins. Knowing which products are selling, how much each item is adding to your bottom line, and what your gross margin return on investment (GMROI) is from your merchandise will enable you to make smarter decisions when it comes to product orders, in.*

## Chapter 8 : How to Figure Profit Maximizing Output | [www.nxgvision.com](http://www.nxgvision.com)

*Maximizing Sales = Profit Growth Kinray is proud to announce the following services to help make front-end management easier and more profitable. > K-team - Professional, knowledgeable merchandising staff to assist you in achieving your goals.*

## Chapter 9 : Merchandising for Profit | Via Trading Discount Store Tips

*5 Simple Ways to Improve Your Profit Margins Too many companies only focus on top of line growth. Savvy business owners know that often the easiest path to growth their profits is to focus on.*