ShipsStore Bulletin

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VENDOR "PROMOTIONS"

Are Ships Store vendors periodically offering you "Promotions" on merchandise that you normally carry as everyday stock? (i.e., limited time special offers, seasonal price reductions, cigarette sticker price reductions, etc.) Do you participate in these vendor promotions and pass on the savings to your crew, or do you simply choose not to partake because Ships Store markdown/markon procedures and the Resale Operations Management System (ROM) make participation in these "Promotions" too difficult and time consuming? Well, do not let your crew miss the next vendor promotion. Below is a recommended method that should make vendor promotional involvement on your part somewhat easier on you.

1) A vendor offers 15% off, for a limited time period, on men's underwear that you normally stock in your store on a daily basis. In order to pass these savings on to your crew, the next order you place for men's underwear will cost 15% less per selling unit than the like item you currently have on inventory.

2) A vendor offers $3.50 off the retail selling price, for a one month period, on a particular brand of cigarette that you normally stock in your store on a daily basis. In order to pass these savings on to your crew, the next order you place for this brand of cigarettes will retail in your store for $3.50 less per carton than the like item you currently have on inventory.

Recommendation for both 1) and 2): Assign a local stock number to the promotional item, create a new stock record in ROM using the promotional cost price and the newly assigned ROM retail price. Prepare your purchase order, using the new local stock number for the promotional item, and order the merchandise. When the promotional merchandise is received, mark the promotional retail price on it, and carry the item on your inventory under the new stock number until the merchandise has been sold. (Remove all of the NON-PROMOTIONAL merchandise, like items, from the sales floor area until all of the promotional items have been sold, this will avoid mixing the regular merchandise with the promotional merchandise.)

Your accountability will remain intact and this procedure will be less cumbersome so that your crew members may benefit from the "Vendor Promotion".