

Retailers Say Store Expansion High on Agenda for 2011, NRF/KPMG Report Finds

Retailers in 2011 will be intent on actively growing their businesses and improving customer insight capabilities, in addition to continuing efforts begun during the economic downturn to stabilize operating costs and focus on financial discipline, according to a report from the National Retail Federation's research and education arm, the NRF Foundation, and KPMG LLP, the U.S. audit, tax and advisory firm.

In surveying 318 retail executives for the ninth annual Retail Horizons: Benchmarks for 2010, Forecasts for 2011 report, 41 percent said that their companies intend to increase domestic store expansions in 2011, up from 25 percent in 2010. Additionally, 25 percent will expand overseas, up from 21 percent a year ago.

Signaling an overall consensus that the worst is behind them, 58 percent of retailers surveyed report that cost reduction/cost containment will remain a companywide strategic initiative, down from 81 percent in 2010. The survey also found that retailers are signaling that mobile e-commerce or m-commerce will be a top focus. In fact, 69 percent identify this as a strategic initiative, up considerably from 28 percent a year ago.

"It's quite obvious retailers are anxious to put the recession behind them and build upon their customer service initiatives, enhance their mobile platforms and even grow their footprint," said Katherine Mance, Executive Director, NRF Foundation. "As we move forward in 2011, retailers will strive to keep costs low, but will also continue to focus on providing positive and unique shopping experiences for their customers. This year's report paints an encouraging picture of the coming year for both retailers and consumers."

Mark Larson, partner in charge of KPMG's retail group, said that "these findings dramatically demonstrate that retail expansion is back on the agenda."

"After several years of belt tightening, retailers are

also ready to begin experimenting again with new brick and mortar concepts, hoping to appeal to shoppers interested in buying discretionary items once again," said Larson. "They will, however, move ahead with cost discipline in mind."

Other survey highlights from the Retail Horizons: Benchmarks for 2010, Forecasts for 2011 report, include:

- With significant changes in customer shopping behaviors, three-quarters (74 percent) of retailers in 2011 will increase their consumer insight and data gathering initiatives (up from 65 percent in 2010).
- While 56 percent of retailers surveyed in 2010 said customer service would be a top priority; fully three-quarters (75 percent) said it would be in 2011.
- The number of retailers who report using Twitter jumped from 61 percent in 2009 to 79 percent in 2010, with an additional 18 percent planning on using the social networking site for their e-commerce program during the next 18 months.
- In reviewing customer insight initiatives, 78 percent of the execs ranked customer loyalty programs first, up from 65 percent a year ago.
- 80 percent of retailers surveyed said leadership development will be a top priority in 2011, up from 69 percent in 2010.
- Among supply chain initiatives, greater focus will be made for optimizing the distribution network, increasing from 38 percent in 2010 to 52 percent in 2011, and for cross-docking, up from 17 percent to 24 percent.

If you are currently looking towards expanding your retail business, or just looking to improve your operations, call Retail Technology Experts today at 800.513.591.

9 Tips for Retail Success



By: Rick Segel

Tip 1: Choose a location with high traffic and be aware of your surroundings.

Tip 2: Maintain a general theme and purpose when choosing merchandise.

Tip 3: Build a unique store by maintaining a theme among merchandise and decor throughout.

Tip 4: Keep up with local as well as national trends. Will they work in your market?

Tip 5: Hire people who are interested in your type of business.

Tip 6: Check all management applicants' references and require a resume.

Tip 7: Prevent loss by having a good point of sale system that will help you keep accurate inventory.

Tip 8: Have a specific place for sale items. Customers should be able to easily distinguish sale items from regular merchandise.

Tip 9: Customers are good as gold and should be treated as such. Treat your customers with respect and always go the extra mile for them.



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Meet the Staff at Retail Technology Experts

Marisol Cifuentes

Client Services Coordinator



Marisol Cifuentes has been part of the Retail Technology Experts team since July 2008. Marisol brings with her over eight years of experience handling customer service and is an essential part of the RTE customer support team. She

provides assistance to the technical team as well as helps our customers with any needs that they may have. Marisol's main focus is making sure that our customer's enjoy a superior level of customer service ensuring their complete satisfaction.

In her spare time, Marisol enjoys spending time with her son. She is an avid football fan and her favorite activities include fishing and boating.



Product Spotlight

Creating Purchase Orders for Special Items

After the Special Order has been saved, find the "SO" and click edit.

- You will see the SO selling Miscellaneous Item number one
 - Click on "Choose/Edit Items" on the side menu
 - Click on "Style View," "Form," "New"
 - Create the actual item that was sold
 - Enter DCS, Vendor Code, REF, Description, DOC cost, DOC price, INVN price, order cost and in the grid enter the quantity sold.
 - You must enter the INVN Price and Order Cost in order for these values to be sent to the PO.
 - If you need to add color to the item, edit the grid using the little red target on the top left of the grid.
 - Save the new item, then click ok to go back to the sales order.
 - You will see both item one and the new real SKU assigned to the SO.
- Delete Misc. Item one from the SO.
- Save the SO.
 - Click on generate PO on the side menu.
 - The system will tell you the PO number used on the PO to it created.
 - The PO will be an exact copy of the SO.
 - To view the PO, click on view PO on side menu.
 - When you do a receiveing voucher against the PO, the system will warn you that there is an SO associated with the Items being received. This will allow you to know not to sell this item to someone else.



Product Spotlight

Departments and Categories - Part 2

Modifying an existing department or category

1. On the Database menu in Store Operations Manager, click Departments & Categories.
2. Select the department or category that you want to modify, and then click Properties.
3. Make changes as desired, and then click OK.

Deleting a department or category

When you delete a department or category, the items within the group are not deleted. In the case of a deleted department, any categories in the department will be deleted, but the items within the department and its categories will no longer be assigned to a department or category. In the case of a deleted category, the items will remain in the department but will no longer be assigned to a category.

1. On the Database menu in Store Operations Manager, click Departments & Categories.
2. Select the department or category that you want to delete, and then click Delete. Note: If you want to delete a department, make sure no category is selected in the Categories list.

Ringing up items in specific departments or categories

1. In Store Operations POS, press F2: Lookup.
2. If needed, click Find to display the Find Items window.
3. In the Look for the phrase box, type the name or code of the department or category.
4. In the In the field(s) box, select the check box for Department Name, Department Code, Category, or Category Code, as appropriate, and then click Find Now. You can select more than one check box.
5. Select the item, and then click OK.

Get to know Radiant Systems' COUNTERPOINT

Part 1

CounterPoint SQL includes powerful features and flexible options so you can run your business your way. Whether you have one store or hundreds of stores, CounterPoint SQL runs your business efficiently and profitably. Instant inventory updates let your clerks know what's in stock, on order, and in transit. Track your customers, control your purchasing, retain detailed sales history, or open an online store—CounterPoint includes everything you need to streamline your business and boost your bottom line.



CounterPoint gives you speed and control over every aspect of your business. CounterPoint is based on Microsoft SQL Server, an industry standard database that's affordable and easy to use. Nearly every aspect of CounterPoint—its appearance, content, and behavior—can be customized.

This article series will cover some of CounterPoint's Features and why it's a great choice for Retailers of all sizes.

FAST AND EASY CHECKOUT

Ring up sales, returns, orders, backorders, special orders, and layaways. Or place the entire ticket on hold, print a price quote, or issue a gift certificate or store credit.

- > Choose from regular or touchscreen ticket entry
- > Zoom in on item and customer details
- > Accept payments on A/R accounts
- > Use CPGateway for lightning-fast authorizations via the Internet
- > Ring up sales offline

UP-TO-THE-MINUTE INVENTORY PICTURE

CounterPoint helps you minimize your inventory investment and out-of-stock conditions so you can maximize your profitability.

- > Always know what's in-stock, on-order, and in-transit
- > Track merchandise movement
- > Define multiple price levels and promotional pricing
- > Use the built-in merchandising reports to analyze current levels, spot sales trends, and make better buying decisions
- > Track serial numbers, apparel grids, markdowns, and location-specific pricing

Next month's Get to Know Radiant Systems' CounterPoint will cover Customer Retention and Automated Purchasing.



Add-On Feature of the Month

A look at add-ons that customize your system to meet your unique needs.

Driver's License Capture Module

Do you want your customers to return more often?

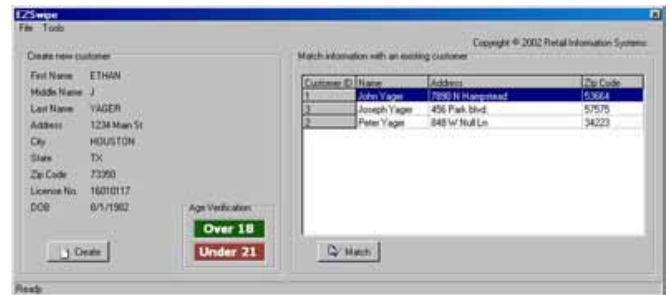
Do you need to check their age for certain purchases?

If you answered yes to either of the above questions, you will be interested in our **Drivers License Data Capture modules**.

With these Add-on modules you can use a Magnetic Stripe Reader (MSR), the same integrated one you may be using now for credit cards, to enter your customers using their Drivers license.

In some states, the information is contained in a 2D barcode on your license. Pull out your license; take a look, does it have a Magnetic Stripe? Does it have a 2D barcode? (not a 1D, picket-fence, barcode) If you have both as many new licenses do, the 2D will typically have more data about your customer.

It is possible to use a 1D/2D scanner at your Point of Sale station to read your customer's drivers license and also read the barcodes from your inventory items.



Retail Pro Driver's License Capture Module



RMS Driver's License Capture Module

Contact your **Account Manager** at 800.513.5917 to add this fantastic module to your POS System!

RETAIL OPTIMIZER

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