

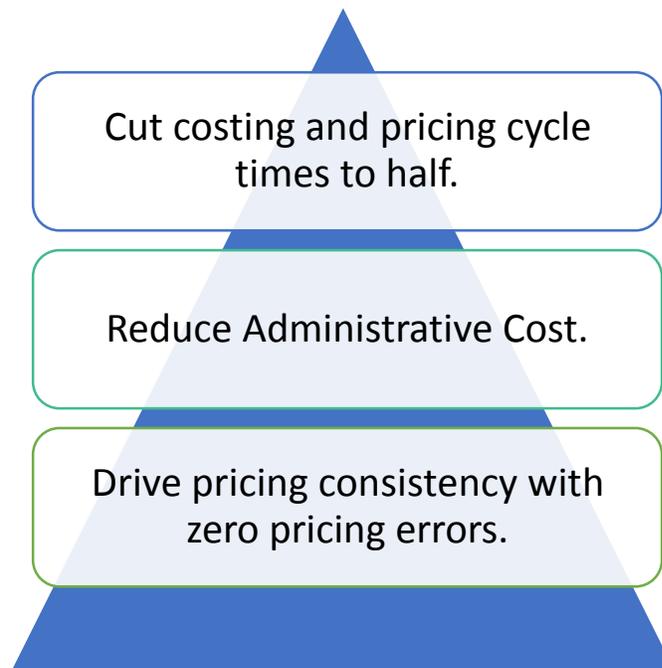


PM AM

CASE STUDY

Merchandising Quotation & Pricing Systems

CALL US 24/7/365
972-831-7400
www.pmam.com



Client – Large Merchandising Company.

Problem Statement

Large Manufacturers like Kraft, L’Oreal etc. needed a system/solution to conduct Merchandising visits to chains of large retail outlets like Wal-Mart, Kmart, CVS, Rite Aid, Country Mart, Kroger, Eckerd Corp through whom they sell. The visit and work involved therein would vary depending on the product and coverage required; the assignment could be of a single product in a specific region or a range of products across USA. Because of the variety and complexity of merchandising activities it is not an easy task to price such work. They didn’t have any scientific method to know the total time and cost involved in undertaking such an initiative.

The second part of the problem was to document the whole process, timetable and pricing in a legal document (sometimes running into 100(N) pages). This document needs to be dynamically created with the terms and conditions to be chosen from a library of (10000) possible terms.

Solution

PMAM understood this business problem of one of its clients, rated as one of the best in the merchandizing business and derived a web centric solution to solve their problem. The solution was designed to support the works submission by the client, day-to-day pricing and agreement generation. The pricing would be based on the various resources that would be involved in its completion and their availability in those specific areas in which the assignment has to be executed.

The automated system thus standardizes all the elements required for quote generation. A huge database enables customization-the matching of price to individual requirements, and facilitates the final Letter of Agreement. This inbuilt flexibility was enhanced by programming default settings which could be easily modified to match real time shifts in a client's merchandising needs-and allow the merchandiser's sales force to manage by exception and fine tune price quotes to the satisfaction of both parties.

Advantage

Critical time saved. Currently the Buyers like Kraft, L'Oreal interact with Vendors SPAR (our client) using this web based system and are usually able to rap up the whole deal in (N) days against a very long cycle that they use to take before.

Correct budgeting: Now the budgeting done at the time of 1st contract is final, in the past many revisions of the same contract were maintained because the actual cost weren't known at the time of signing the 1st contract. This sometimes led to the situations where budgets exceeded the authorities dealing with the work and created complications for the project.

Streamlined Legal document handling: This system resulted into streamlining legal documentation for these kinds of projects. Involvement of legal teams was reduced as they were usually looking at the terms of the contract picked from a library previously defined by legal team.

MERCHANDIZING QUOTATION & PRICING SYSTEMS

PMAM designed an automated system to support work submission by the client, run day-to-day pricing and agreement generation, reduce administrative costs and drive pricing consistency with zero pricing errors.



Visit us at www.pmam.com to see how we have enabled others like you get more done in less.

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