
October 14, 2021

Holiday Rush

Business has been good for most of us this year. The government is injecting money into the economy and the public is itching to get out of quarantine and spend. The Holiday Season is just around the corner (yes, we may even see sales and decorations before Halloween this year) and everything looks rosy. But before you get too deep into the season, there are a couple of points you should consider as you prepare your inventory for the onslaught of potential business.

First, as you review your stock, make sure you are ready for the seasonal rush. Pay close attention to your best suppliers' turnaround time. Just like many other businesses, suppliers and manufacturers had to tighten their belts during the recent economic slowdown. The entire supply chain from miners, refiners, manufacturers, shippers, and wholesalers all felt the pinch of the recent economic slowdown. The result has been lower stock holdings and longer restocking times as well as price increases. During a normal holiday season, many suppliers are unable to timely refill your reorders late in the season no matter how efficient your reordering system is. Therefore, it is very important that you find out present and future potential delivery times for the coming months. This information will help you make informed decisions pertaining to whether or not you should add an extra piece or two to your present orders to assure you have the right stock and back stock for the holidays. Alternatively, if you are unsure or unable to add an additional piece or two to your orders, then addressing use of your old stock becomes even more important.

Christmas is always a great time to move a sizeable amount of old inventory. In the past, whether through discount sales or re-pricing simply to move merchandise, we have always been happy to see old inventory go. However, if it appears that we may have issues with obtaining and re-stocking our fast sellers and newer inventory, added emphasis must be placed on maximizing value from older stock. What may, in normal times, be relegated to back stocking may have to be re-assessed. You do not want a customer to walk out of the store empty handed. It's holiday time, and the public is looking to spend money. A good number of customers may be new to your store or may not have shopped with you for quite some time. What may be old to you is not to them. So, get to work, clean it up and re-display it!

Identify categories that you may need additional stock in. A thorough review of any areas that may be difficult to re-stock during the holidays must be completed. Instead of simply re-pricing to move the item (remember you are in a seller's market) determine what can be done to make the item more appealing. Will a small re-make or adjustment help? Will cleaning and re-positioning make it more appealing to the eye? Will freshening-up on sales techniques help? Pre-season preparation can assist you to maximize your potential profits should inventory issues otherwise appear. You are already invested in these items, let's make the most of them.

We at PRIME specialize in assisting retailers in finding the path to achieving their goals and overall success in their business. We invite you to visit our website, www.NVPrimeConsulting.com, for an overall view of the services we provide. If you have questions as to how we may be able to assist you, please do not hesitate to call - 888-849-4978. Of course, all communications and information are strictly confidential.

Sincerely,

The PRIME Team – *Jim, Jeannie & Warren*

-----Professional Resources & Inventory Management Experts-----
