

# Retail Pricing Software

Plan a customer-centric price and markdown strategy that builds customer satisfaction while maximizing sell-through and margins.

## // Retail Pricing Software at a Glance

Power your price and markdown planning with software designed to increase store traffic, manage product life cycles, and maximize sales and margins.

## // Key Features and Benefits

- Create a pricing strategy backed by data
- Control and automate your retail pricing
- Improve pricing and markdowns throughout the product life cycle
- Grow retail efficiency and drive store traffic
- Plan price and markdown structures
- Manage pricing plans over time
- Evaluate the financial impact of pricing decisions

Get full control over your product pricing: Set your initial price strategy, manage promotional and markdown prices, and apply price adjustments as needed.

Use markdowns to manage inventory and margins, and enjoy features that help you create markdown plans, manage product phase-outs, and evaluate how markdowns will impact your financial goals.

## Retail Pricing Software: Increase Efficiency and Revenue with Strategic Pricing Decisions

ToolsGroup Retail Pricing software provides intuitive, interactive views of your pricing plan, giving you complete visibility into how pricing decisions will impact revenue and margins.

The tool gives you control of the product's entire pricing lifecycle, from initial price, to price adjustments and markdowns, through to the end of life. Prices can be created at any level of the product hierarchy with a holistic view of current inventory and product rate of sale, helping you maximize margins and customer satisfaction.

Machine learning utilizes your data, helping you drive increased buyer traffic, reduce excess inventory, and support effective product phase-outs.

Set multiple markdown structures in an intuitive, interactive way, with complete visibility into how those changes may impact inventory, revenue, and margins.



## Elevate Your Price Planning with Actionable Insights Backed by Customer Data

**/ Control and Automate Your Pricing Plans:** ToolsGroup Retail Pricing software enables you to control and automate pricing and planning. Establish pricing rules to meet customer demand and minimize costs across the supply chain: Different prices can be created at any level of the product hierarchy, with a complete view of current inventory and a product's rate of sale.

**/ Improve Pricing and Markdowns Throughout the Product Life Cycle:** From establishing optimal prices at product launch, to price changes based on market trends and promotional planning, through to end of life markdowns, pricing analytics help you maximize profitability and customer satisfaction at every stage.

**/ Increase Retail Efficiency and Drive Store Traffic:** Set multiple pricing structures and get complete visibility into how prices will impact inventory management, revenue, and margins. Create pricing plans that align with your assortment planning to drive store traffic and improve the customer experience. The system also helps you reduce excess inventory and effectively manage product phase-outs.

✓ **83%**

**83% of retailers are focusing on competitive pricing strategies that align to increases in price sensitivity.<sup>1</sup>**

## ToolsGroup Retail Pricing Software Capabilities

**/ Create a Price Management Plan Backed by Data:** Create a pricing strategy at the product level and forecast impact at an aggregate level. What-if scenarios allow for comparisons on unit volume, revenue, and profit margin, helping you align your pricing and demand forecasting needs.

**/ Plan Price and Markdown Structures:** ToolsGroup Retail Pricing software gives you an intuitive, interactive tool to create numerous markdown structures. Easily set multiple markdown configurations with variable effective dates for instant pricing data. Then, use these analytics to understand how price changes will impact anticipated revenue until the phase-out date of each product.

**/ Manage Price and Markdown Plans Over Time:** With a time-phased view, you can adjust markdown structures at different hierarchy levels or across product groups by week, month, quarter, or season and implement competitive pricing that builds market share.

<sup>1</sup> Retail Week, Priceless: How AI Will Win the Retail Pricing War

**/ Evaluate Financial Impact:** Compare pricing data with revenue goals using ToolsGroup Merchandise Financial Planning, and further refine prices by geographic and demographic hierarchies. Full visibility into inventory, product rate-of-sale, and historical data give you actionable insights to drive market growth and meet financial targets.

## Go Beyond Pricing Software

Explore more ways to surpass the competition with the end-to-end solution that maximizes margins and customer experience:

### Optimize supply chain and retail planning from production to purchase



Learn more about how to minimize wasted spend, maximize profits, and optimize your inventory:

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