



Seasonal & Fashion Reporting Tool

HELPING YOU MAKE MORE CONFIDENT DECISIONS

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For retailers operating in fashion or clothing, our Seasonal & Fashion Reporting Pack provides what you need to make more confident decisions.

Microsoft RMS - Citrus-Lime's Seasonal and Fashion Reporting Pack

Whilst the standard reporting in Microsoft RMS is impressive and the system is fully matrix item capable, there are still some improvements that can be made to help meet the specific needs of fashion retailers. Our reports add to the functionality in RMS to provide you with all the data you need to make confident and accurate decisions. We've been able to do this for some time, but not from within Google Analytics, which now brings all of this information together in one place. This new approach is invaluable for making quick and accurate decisions about marketing spend and return on investment.

Product View Report

This report contains all of your product information on one screen and can be used to see where the majority of your stock value is held. We can also identify the number of sales, gross profit per item, total stock value, and perhaps most important of all, the stock turn. The Product View Report allows the manager to know what stock is turning quickly and what isn't. This may seem like very simple information but it's essential to running a successful retail business - particularly in fashion. With the information contained in this report, decisions can be made about how to improve the stock turn rate, e.g. putting certain items on sale to improve stock movement and provide capital to purchase new products that are in demand. When stock = money, having all your capital tied up in stock that isn't selling is a drag on your business, so identifying these items is very important.

By Supplier / Brand

These reports show a breakdown of the same information but they identify the products by supplier & brand. This enables you to see buying trends of customers across suppliers and know which brands are currently selling more than others, helping you to make better buying decisions for next season's stock. It also makes it easy to see which suppliers and brands give the most gross profit and which of them contribute most to your total profits.

Drill Down Reports

We have included some reports which drill down into the information to a greater extent. With this more detailed information you can identify which types of goods e.g. clothing and accessories, are selling, turning-over quickly and making the most profit for you. The drilldown sections are very good for breaking information down so you have a better and more thorough oversight of the state of your retail operation.

Product View Report

We hope that with the standard reporting of RMS alongside our Seasonal and Fashion Reports, you will have all the information you need. But we do know that some businesses have unique requirements. For those instances where you cannot seem to get the vital piece of information out of the system to present to owners or directors, Citrus-Lime can write some custom built reports. These reports pull the information from RMS and present it back in an Excel spreadsheet, where you can further manipulate it, or even include it in powerpoint presentations or business plans. Using this technique there are an almost unlimited number of reports that can be made on request.