

PRICING EXCELLENCE

Can selective clearance pricing improve margins 10%?



BlueYonder and DoubleBlaze, a BlueYonder implementation partner, explore how to achieve pricing excellence

How do you get the most value out of your inventory?

Oftentimes companies don't have a defined markdown process and end up cutting everything leaving money on the table that could be harvested with the right tools.

Don't clear the forest, remove the deadwood.

Many retailers share these common challenges and the resulting effect when managing short life products. What happens when you:



How can you more effectively clear your inventory?

Using tools, you can make better decisions on mark down prices at the store level ultimately improving your margin 6% to 10%.

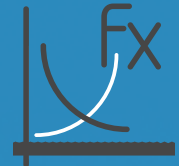
Use tools to prune the plan optimize to your goals

First, what are your objectives?



When is your exit date? How many markdowns do you want to make? How much inventory do you want remaining? What is your markdown cadence? Min or max discount? Salvage value? Price ending rules? Other rules?

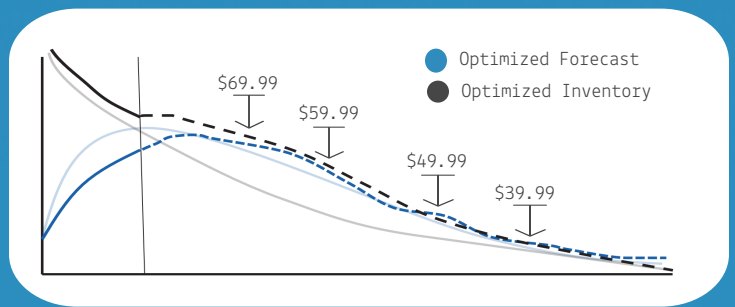
Price elasticity



Next, using historical data at the store level you can determine the price elasticity. Price elasticity measures how demand will respond with price changes.

Optimize using objectives

Taking your objectives into consideration and the price elasticity, you will get recommendations on when and how much to mark items down to hit your exit date at a store level.



EXCELLENCE



DoubleBlaze can do an assessment by working with key stakeholders to identify what how we can help your promotions process.

Utilizing BlueYonder's pricing solutions, DoubleBlaze can help you optimize your markdown performance and achieve the results you want.



[Click here for more information about DoubleBlaze's approach to implementing BlueYonder's pricing products.](#)

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