How To Use Season Codes in RetailEdge

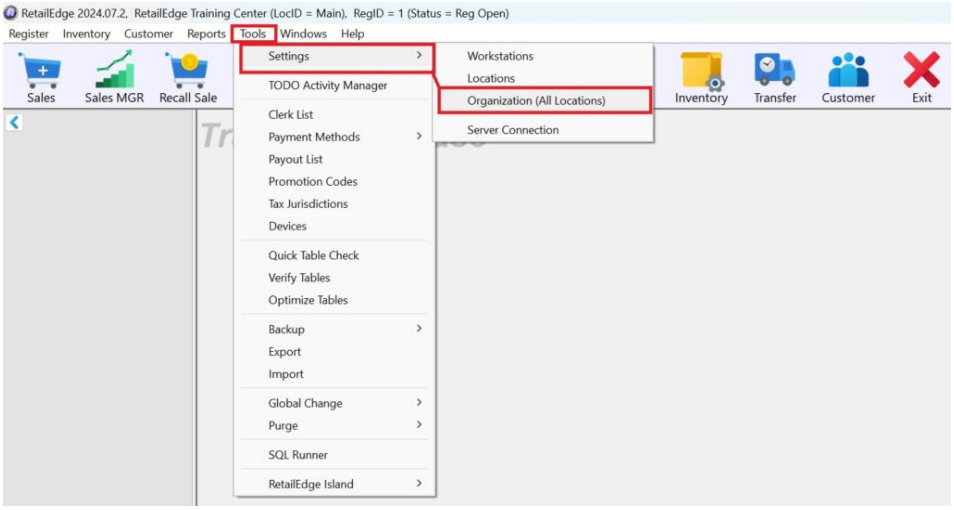
Inventory Management · https://retailedge.com/docs/how-to-use-season-codes-in-retailedge

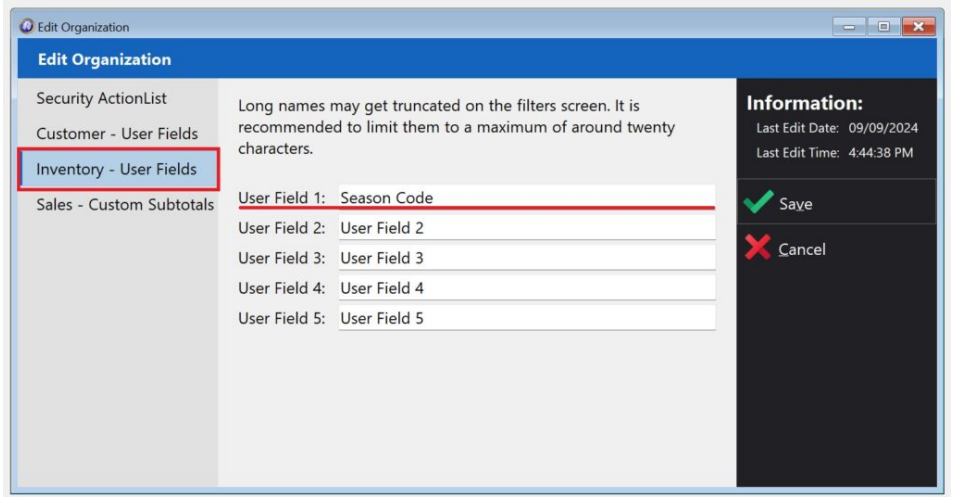
Having the ability to not only know what you have on hand, but how well those items are selling for a particular season, is key to better reporting and assisting in your buying decisions. **Season codes** give you the ability to report on a product's sales performance by season. Especially for apparel and footwear brands- as the styles of products change from year to year. A style may have one season to prove itself, and if it doesn't sell well, it's gone the next year.

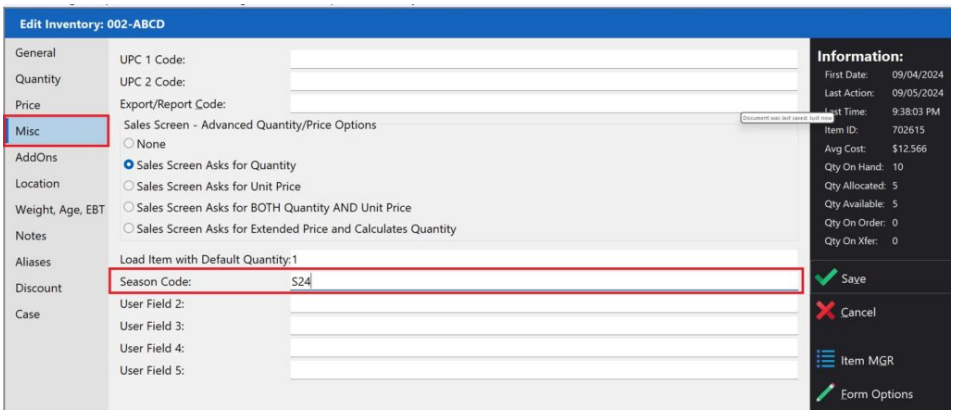
What is a "season code”? A **season code typically refers to a unique identifier used to categorize and manage merchandise based on the season in which it is sold.** Retailers often organize their inventory by seasons (e.g., Spring/Summer, Fall/Winter) to align with fashion trends, weather changes, and promotional strategies.

For example, a retailer might use a code like "S24" to represent Summer 2024 merchandise. This code can be applied to products, sales reports, and marketing materials to ensure everything aligns with the current season's offerings.

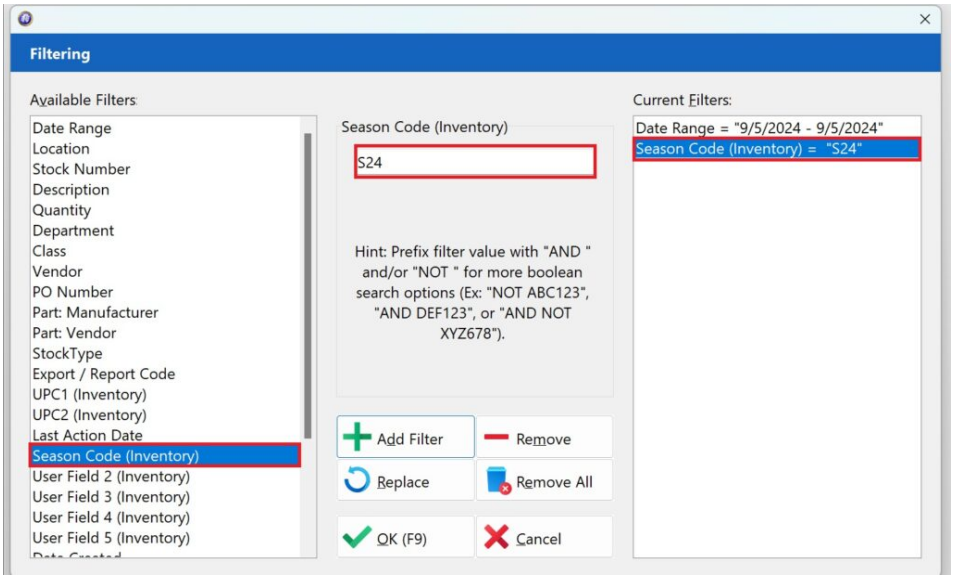
How are season codes added to an item in RetailEdge? We added a new feature referred to as **organizational settings** (Tools > Settings > Organizational (All Locations)). Or follow this video These settings allow you to change the name of the Custom User Fields to match the type of data that you are entering there. For example, if you're going to use season codes, you can change “Custom User 1” to “Season Code”. Then add the code of your choice such as S24 for all items that were in the Summer 24 catalogue. See photos below.

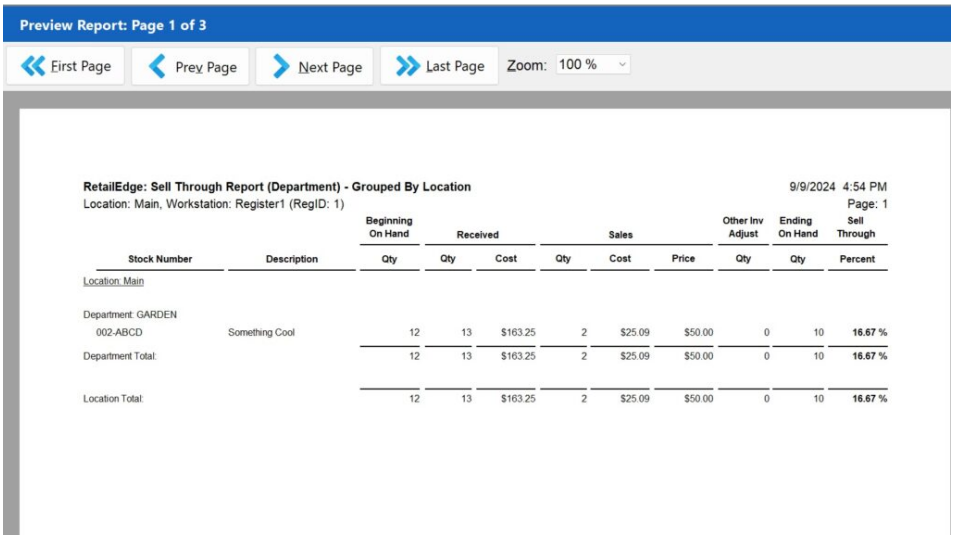






Once you have your season codes in place, you can run **reports** and filter on that specific field for the season in question. You'll be able to see what your sell-through rate was for that vendor in that season, or how much of that product you still have still on the rack.


Filtering
Available Filters:
Date Range
Location
Stock Number
Description
Quantity
Department
Class
Vendor
PO Number
Part: Manufacturer
Part: Vendor
StockType
Export / Report Code
UPC1 (Inventory)
UPC2 (Inventory)
Last Action Date
Season Code (Inventory)
User Field 2 (Inventory)
User Field 3 (Inventory)
User Field 4 (Inventory)
User Field 5 (Inventory)
Season Code (Inventory)
S24
Hint: Prefix filter value with "AND " and/or "NOT " for more boolean search options (Ex: "NOT ABC123", "AND DEF123", or "AND NOT XYZ678").
Add Filter
Remove
Replace
Remove All
OK (F9)
Cancel
Current Filters:
Date Range = "9/5/2024 - 9/5/2024"
Season Code (Inventory) = "S24"


Preview Report: Page 1 of 3
First Page
Prev Page
Next Page
Last Page
Zoom: 100 %
RetailEdge: Sell Through Report (Department) - Grouped By Location
9/9/2024 4:54 PM
Location: Main, Workstation: Register1 (RegID: 1)
Page: 1
Location: Main
Department: GARDEN
002-ABCD Something Cool 12 13 $163.25 2 $25.09 $50.00 0 10 16.67 %
Department Total: 12 13 $163.25 2 $25.09 $50.00 0 10 16.67 %
Location Total: 12 13 $163.25 2 $25.09 $50.00 0 10 16.67 %

Some of our favorite reports in RetailEdge for this include:

- Compound Sales Report: (Go to **Reports** > **Compound** > **Inventory Sell Through** (Shown above)
- Sales by Item: To find this report, go to **Reports** > **Sales** > **Sales** > **Sales by Item (grouped by location)**

These codes can also be used for **discount rules**! Easily discount an entire vendor or department that is associated with that season code. To add or edit discount rules, go to **Inventory** > **Discount Rules**. Follow along with this video for a more in-depth tutorial.

Using season codes in your retail store can offer several benefits:

1. **Improved Inventory Management:** Season codes help categorize products based on the time of year they are most relevant. This makes it easier to track inventory levels, plan for reorders, and manage stock that is specific to particular seasons.
2. **Enhanced Sales Forecasting:** By analyzing sales data tied to season codes, you can better predict demand for seasonal items. This helps in making informed decisions about purchasing and promotions.
3. **Effective Promotions and Marketing:** Season codes allow you to plan targeted marketing campaigns and promotions that align with seasonal trends. For example, you can create special discounts or events for summer clothing or holiday decorations.
4. **Streamlined Store Layouts:** Organizing products by season can improve store layouts and make it easier for customers to find seasonal items. This can enhance the shopping experience and potentially increase sales.
5. **Better Customer Insights:** Tracking sales by season helps you understand customer preferences and buying behaviors throughout the year. This insight can inform product selection and marketing strategies.

6. **Optimized Cash Flow:** By aligning your inventory and promotions with seasonal trends, you can better manage cash flow, reducing the risk of overstocking or understocking.
7. **Trend Analysis:** Season codes facilitate the analysis of how different products perform during specific times of the year, allowing you to adjust your strategies based on historical trends.

If you have any questions about how to use season codes or other features of RetailEdge, give us a call at 802-549-4617 or email at support@retailedge.com. Happy retailing!