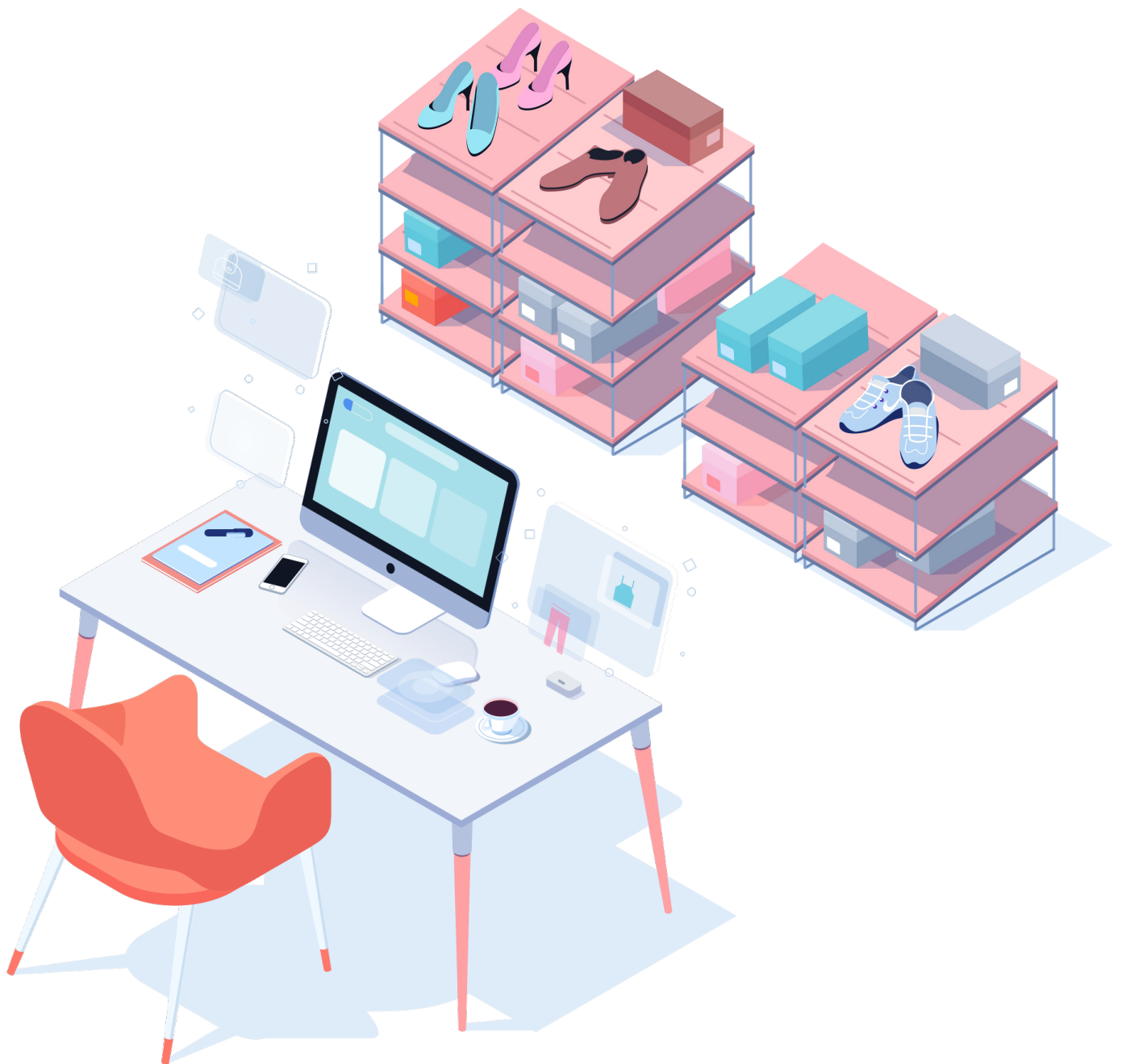


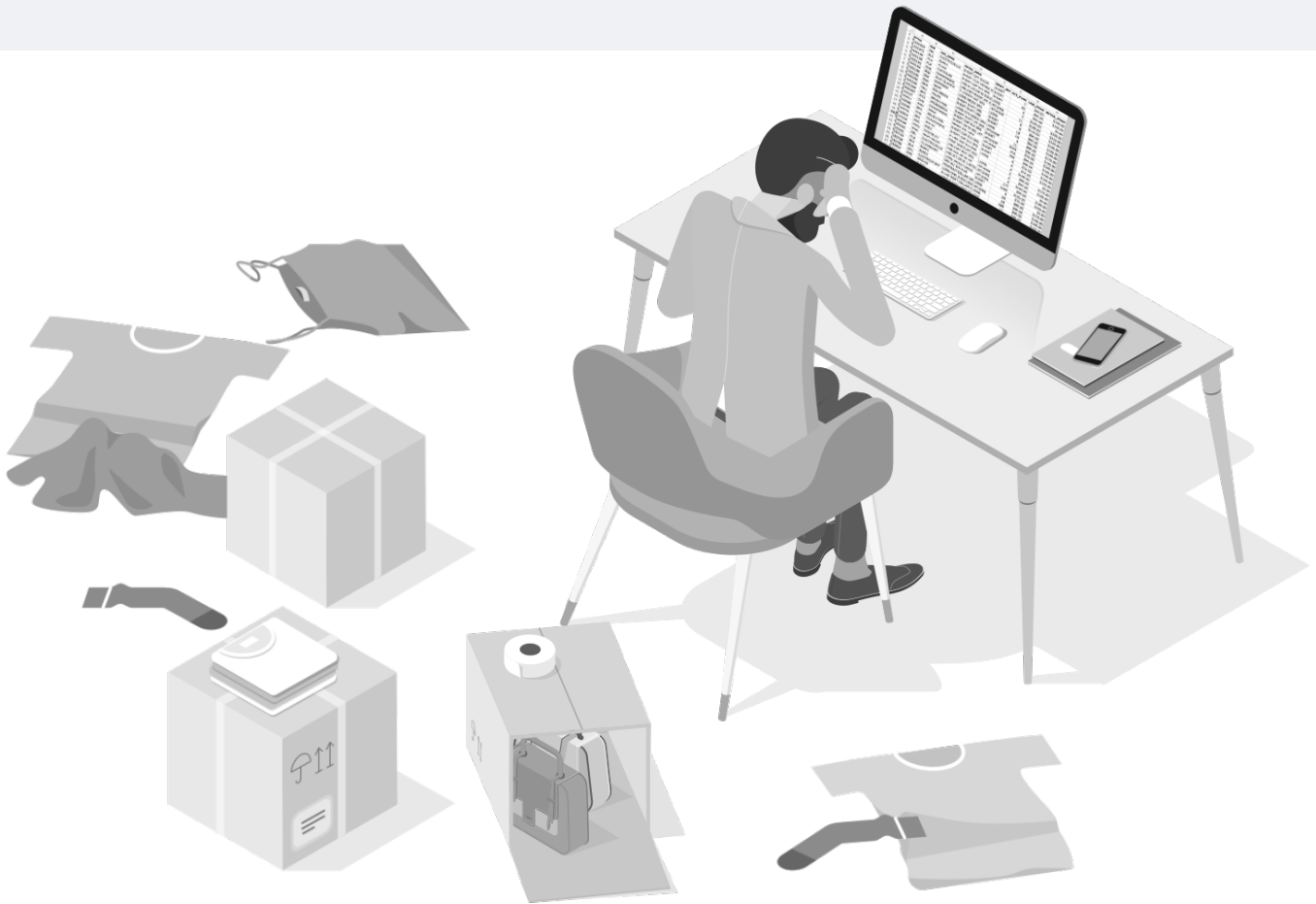


# Off-Price, Without Living in Spreadsheets



## INTURN'S GUIDE TO OFF-PRICE WITHOUT SPREADSHEETS

When you work in the off-price section of retail, your life pretty much revolves around Excel.



How do you view inventory from brands? **Spreadsheets.**

How do you record new merchandise? **Spreadsheets.**

How do you manage your inventory? **Spreadsheets.**

How do you keep track of all your spreadsheets? **With more spreadsheets.**

And it goes on and on.

Excel is a powerful tool, but purchasing product line by line for 10,000s of rows per sheet can get tedious.

On top of that, it eats up hours of time you could use sourcing new product, growing your business, or simply having fun.

So why the reliance on these spreadsheets?



Well, the off-price market  
hasn't seen technology  
innovation since Microsoft  
launched Excel in 1985.

That's over 30 years of the same manual,  
inefficient process of buying excess inventory.

While there are many ways of buying excess inventory, they are all time consuming and error-prone, and share many of the same challenges.

Some of those challenges faced by retail buyers are:

- 1 YOUR PRODUCT DATA, BUYING HISTORY, AND END-SELLING PRICE** are fragmented or missing across your multiple backend systems.
- 2 YOU HAVE TO GOOGLE THE STYLE NUMBERS** in the Excel offers from your sellers -- you usually don't know exactly what you are buying until it shows up at your doorstep.
- 3 YOU HAVE A DIFFERENT BUYING PROCESS WITH EACH BRAND REPRESENTATIVE YOU BUY FROM** so there is no consistent system in place. This affects your reporting and hinders your ability to compare sellers.
- 4 YOU BUY FROM THE SAME BRANDS OVER AND OVER AGAIN,** unable to find and connect brands that may fetch a higher price for your end-consumer.
- 5 YOU HAVE TO MANUALLY ENTER YOUR ORDERS** from your brands, whether it is 500 units or 300,000. Talk about a time drain.
- 6 YOUR REPORTING SYSTEMS ARE TOO BASIC** to provide you with your purchasing habits, sell-throughs, and other behavioral trends that are now possible in this world of big data.

So off-price is filled with challenges. But the good news? There are solutions for these problems.

Technological innovation has finally come to off-price, offering an automated, networking-focused solution that will elevate your business and improve and grow your relationships with your brands.

**Here's how:**

- 1 YOU ARE GIVEN TOOLS TO SEE YOUR INVENTORY**, what you have bought and sold and at what prices, all in one technology system.
- 2 BRANDS CAN NOW SEND YOU OFFERS** with rich product data. You can see what it is you are buying, with multiple product images, fabric content details, etc.
- 3 YOU CAN COMMUNICATE WITH YOUR BRAND REPRESENTATIVES** on the platform and do all your negotiations and back-and-forth with them there. No more need to juggle spreadsheets between brands.
- 4 YOU CAN CONNECT WITH NEW BRANDS ON THE PLATFORM**, increasing the number of brands you offer to your end-consumer. This will allow you to grow your business, build more partnerships, and even source from international brands!
- 5 BRANDS CAN NOW DOWNLOAD THEIR PURCHASE ORDER** in the format you need for your ERP system and then send it to you. No need to manually import the orders you place.
- 6 YOU CAN ANALYZE THE FINANCIAL ASPECTS OF OFFERS** from brands on the platform with tools that will help you make better purchasing decisions based on the state of your business and end-consumers.

Embracing technological innovation is smart for business, and especially for off-price buyers, as it offers new, systematic processes that will ultimately grow your business.

**DID YOU KNOW?**

Buyers have actually seen a decrease in sales cycle time of 80% and have bought more product with this new technology.

So ditch the spreadsheets.  
Take advantage of this innovation.





**Give spreadsheets a break.**

**This is the new platform to buy and sell off-price.**

INTURN is reinventing the way brands and retailers sell and buy excess inventory - using technology to make it easier, faster, and more profitable for both sides.



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