Rulesets for Markdown Optimization

Optimization Strategy

The strategy sets the objective for minimizing <u>inventory</u> or maximizing <u>profit</u>, or a combination of both.

Product Consistency

Each product has same price across all stores.
- ⇒ Allows for consistent pricing for stores in close proximity.
- ⇒ These stores will have the same cadence and depth throughout the markdown event.

Store Consistency

Each store has the same discount for all products.
- ⇒ Allows for a single rack for displaying merchandise.
- ⇒ These products will have the same cadence and depth throughout the markdown event.

Style Consistency

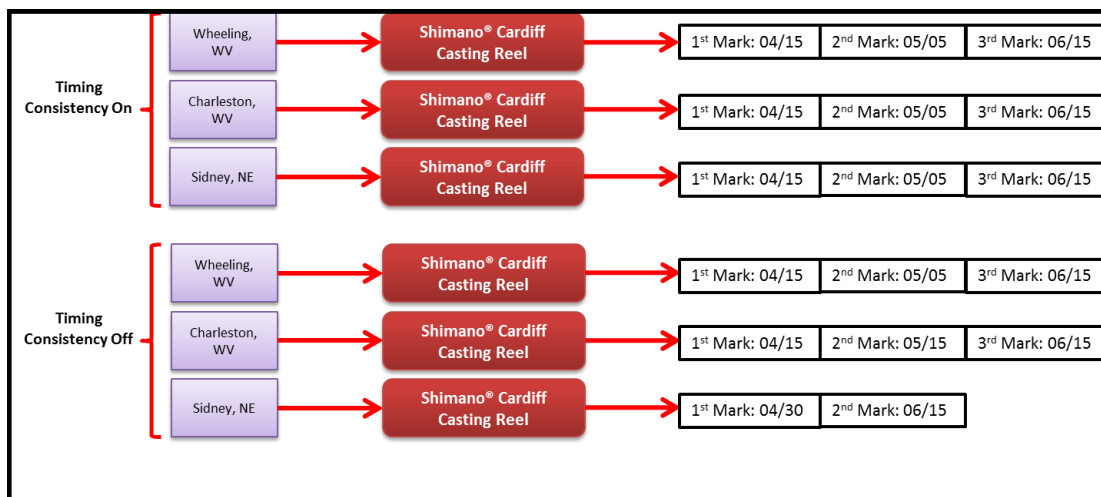This selection keeps identified like-styles and color groups for consistent discount/step.

Price Family Consistency

This selection keeps identified price families grouped for a consistent discount/step

Consistency Parameters

This selection controls whether markdown prices are equal across products, stores, both, or neither.

Default Timing Rules

			1st Mark	2nd Mark	3rd Mark
Timing Consistency On	Wheeling, WV	Shimano® Cardiff Casting Reel	1st Mark: 04/15	2nd Mark: 05/05	3rd Mark: 06/15
	Charleston, WV	Shimano® Cardiff Casting Reel	1st Mark: 04/15	2nd Mark: 05/05	3rd Mark: 06/15
	Sidney, NE	Shimano® Cardiff Casting Reel	1st Mark: 04/15	2nd Mark: 05/05	3rd Mark: 06/15
Timing Consistency Off	Wheeling, WV	Shimano® Cardiff Casting Reel	1st Mark: 04/15	2nd Mark: 05/05	3rd Mark: 06/15
	Charleston, WV	Shimano® Cardiff Casting Reel	1st Mark: 04/15	2nd Mark: 05/15	3rd Mark: 06/15
	Sidney, NE	Shimano® Cardiff Casting Reel	1st Mark: 04/30	2nd Mark: 06/15	

Configuration Name	Description	Product Lifecycle	Channel	DSCS
Price Type	Selects the type of markdown discount: Percent Off (%), Amount Off ($), Price ($).	Product or Product Group / by Sub-class	Y	Hard - $off, Soft - % off
Ending Number Set	Selects one of your defined ending sets to apply to all markdowns except the last step.	DXX, Seasonal	N	N
Last Step Ending Number Set	Selects one of your defined ending number sets to apply to the last markdown step.	N	N	N
Min Number of Markdowns	Enter the minimum number of markdown steps allowed in a group.	N	Web/ Retail (future)	N
Max Number of Markdowns	Enter the maximum number of markdown steps allowed in a group.	N	Web/ Retail (future)	N
Min Price Change %	Minimum percentage of price change allowable between markdown steps.	Y	Y	Y
Max Price	Maximum percentage of price change allowable between steps	Y	Y	Y
Last Step Min Markdown %	The minimum percentage off the optimization must go on the last markdown of the event.	Seasonal (cont next year) vs DXX (out of it)	Retail (seasonal higher last step) vs Online	Seasonal (packed boots, gloves deeper marks)
Min Step Size	Enter the absolute minimum dollar price step size between markdowns.	No	Retail (will have based on labor)	Low Price Points
Min Abs Price	Enter the floor price (absolute lowest price) any item should be allowed to go.	No	No	No
Min Margin %	Minimum profit margin threshold for system-generated markdown recommendations.	yes	no	yes
Allow Zero Depth Change	Select the checkbox if you wish to allow a $0 price change between markdown steps (default).	yes	yes	yes