



# Hot Button to Increase Your Profitability.

## Demographic Rack Analysis Distribution

Have you looked at this *exclusive* **Hot Button to Increase Your Profitability?** The Data Processing Services, Inc. **NGS/6000 Distribution System®** puts unique, labor savings advantages at your finger tips! Totally re-written and designed to help you save operating cost and expand sales like never before. For more details, please call Guy Buckmaster at Data Processing Services, Inc. today.



Hot Buttons  
to increase your profitability!

## CAD Computer Assisted Distribution

### Demographic Category Profile and Rack/Shelf Space Analysis

Maximize the number of titles that could be distributed to the retailer based upon the demographic category profile and the available rack space. If there are too many titles, drop the poorest selling titles from the poorest selling categories. If there are too few titles, add titles from the best selling categories.

The report gives you the top 10 best selling categories for the retailer. Then lists the bottom worst selling categories for the retailer. When the rack is short a title, the top selling categories are reviewed to find titles the retailer is not drawing. When the rack is over stocked, the titles in the worst categories are suggested for deletion.

### Demographic Profile of Retailer's Title Sales

*Retailer Category Profile - A demographic profile of what the retailer sells is based upon the category of each title's movement. The report can be requested by price, which give your agency profit, or by retail, to give the retailer's profit.*

The report indicates the *class of this category, the number of titles in the category that the retailer draws, retailer's total average draw for this category - issues used in averaging are based on the formula for each title, retailer's total average net sale for all titles in this category, percent of sale retailer has for this category, estimated yearly totals - each title is examined to determine the number of times distributed in a year multiplied by the average net sale, yearly dollar cost, sales and profit for the category*

### Analyze Titles Received by the Retailer Based on Average Days on Sale - Optimize Rack Shelf Load for Each Week of the Year

*Retailer Rack Load - Analyze the titles being received by the retailer. Based upon the sale days of each title, the report indicates how many titles are on the mainline rack and at the front checkout for each week of the year.*

The report indicates *the week of the year from 1 to 53, the total number of titles for the week in this location, the total draw for all titles, the total net for all titles, annual, quarterly, monthly, bi-monthly, weekly, and the rest of titles that don't fit the listed frequency listing.*



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