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9. Introduction – Product Line Update

The Product Line Update program provides the functions for maintaining the Product Line File. Included in the Product Line File is the following information per product line:

- Product Line Number
- Description
- Sell-Up Message
- Beginning Month Inventory Value
- Current Month Sales Totals

- 24 Months of Sales Analysis
- Purchasing Discount
- Pop Pricing Percentages
- Customer Sales History Level
- Price Sheet Date

All product line records are instantly updated through point of sale invoicing and month end processing.

This chapter of the Users Manual will aid and instruct in the correct method of creating and modifying product line records, in addition to explaining the use and design of the vendor net %, pop pricing and sales history levels.

9.1 Accessing/Viewing A Product Line Record

- From the *Autologue Main Menu*, enter **8** (*Product Line File*) and press **<Return>**.

The *Product Line Update* screen will appear as below:

```
                      PRODUCT LINE UPDATE
PROD  ▮_

DESCR/SELL-UP _____/_____          PRICE SHEET MM/YY

                        - CURRENT -
  BEGINNING MONTH
VALUE  OF INVENTORY      _____     NET CORE SALES       _____

                                        PROFIT %

PURCHASES AT COST        _____     NET COST OF SALES    _____

NET VALUE OF SALES       _____     VENDOR NET %

POP PRICE PERCENTAGES
A ____ % B ____ % C ____ % D ____ % W ____ % R ____ % S ____ % O ____ % CUST
A ____ % B ____ % C ____ % D ____ % W ____ % R ____ % S ____ % O ____ % VEND

CUSTOMER SALES HISTORY LEVEL # _

THE FIRST PART # RECORD FOR THIS PRODUCT LINE IS
  F1   NEW PRODUCT LINE                       F10   RECORD CHANGES
  F2    GRAPHIC   MENU                        F11   EXITS PROGRAM
```

- With the cursor positioned at the **PROD** prompt, enter the product line number (0-255) to be viewed and press **<Return>**.

The screen will now display the record information for the entered product line number as shown:

```
                         PRODUCT LINE UPDATE
PROD    3

DESCR/SELL-UP ▓C SPARK PLGS/  TUNE UP KIT              PRICE SHEET 01/00

                              - CURRENT -
  BEGINNING MONTH
VALUE  OF INVENTORY      $    9591.23   NET CORE SALES       $      0.00

                                        PROFIT %      24.86

PURCHASES AT COST        $      16.80   NET COST OF SALES    $     20.80

NET VALUE OF SALES       $      27.68   VENDOR NET %         100.00

POP PRICE PERCENTAGES
A   -2 % B   -2 % C    0 % D    0 % W    5 % R    5 % S   10 % O   10 % CUST
A    0 % B    0 % C    0 % D    0 % W    0 % R    0 % S    0 % O    0 % VEND

CUSTOMER SALES HISTORY LEVEL #  2

THE FIRST PART # RECORD FOR THIS PRODUCT LINE IS              ACD-
  F1   NEW PRODUCT LINE                          F10   RECORD CHANGES
  F2    GRAPHIC   MENU                           F11   EXITS PROGRAM
```

9.2 Viewing A Product Line's Sales History

- With the cursor positioned at the **PROD** prompt within the *Product Line Update* screen, enter the product line number (0-255) to be viewed and press **<Return>**.

To view a product line's sales history, press the **<F2>** (*Graphic Menu*) key and the *Product Line Analysis* menu will appear as shown:

```
                         PRODUCT  LINE  ANALYSIS




                         SELECT DATA TO DISPLAY �

                           1.  SALES HISTORY
                           2.  PROFIT PERCENT
                           3.  INVENTORY TURNS






    F1     NEW  PRODUCT  LINE    F6  CHANGE GRAPH DATA    F10  RECORD CHANGES
    F2  RETURN TO CHANGE DATA    F7     SHOW BAR GRAPH    F11  EXITS  PROGRAM
```

- With the cursor positioned at the **SELECT DATA TO DISPLAY** prompt, enter the corresponding sales history graph number (1-3) and press **<Return>**.

  The sales graph information will be displayed as shown:

```
DEC =============================================================== 1090
NOV ==========================================      810              CURRENT
OCT =======================================        780                SALES
SEP ====================================       740
AUG ===========================      560                             $    5.36
JUL =================     380
JUN ========================     500
MAY ============    260
APR ================     350
MAR ======================     480
FEB =========================      510
JAN ================================     650
DEC ====================================    750                      F1
NOV ===============================    650                            MAIN MENU
OCT ==============================    640
SEP ===========================    580                               F2
AUG =======================    490                                   HISTORY MENU
JUL ======================    510
JUN ============================    570                              F10
MAY ===============================    650                           RECORD CHGS.
APR =============================    610
MAR ============================    590                              F11
FEB ================================    700                          EXIT PROGRAM
JAN ================================    750                          ▮
                DISPLAY
```

  To view the sales history information as a bar graph, press the **<F7>** (*Show Bar Graph*) key before entering the sales history graph number.

  The bar graph sales information will be displayed as shown:
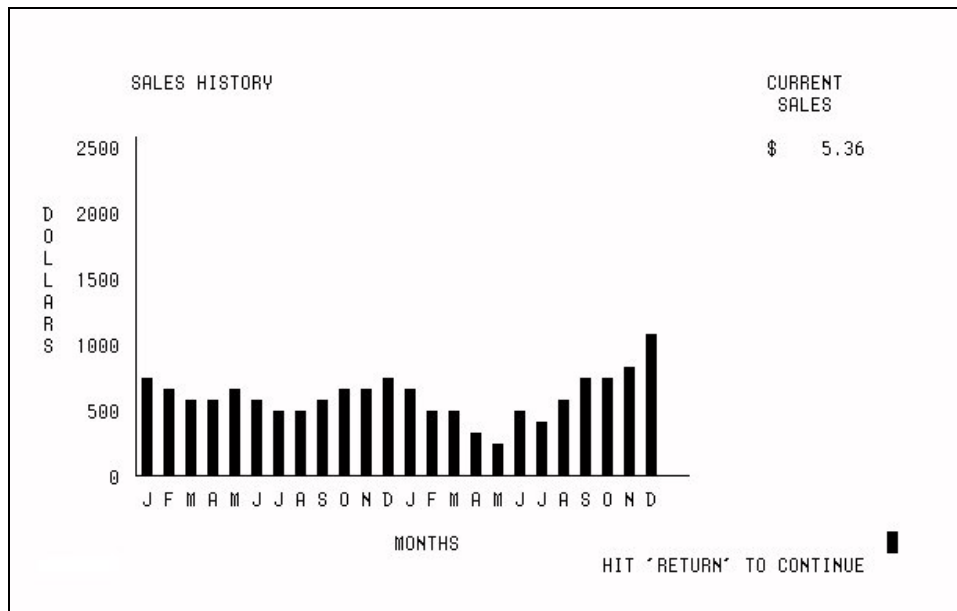
  Information from the past 24 months of sales history will be displayed for each of the following graphs:

Graph #1 (Sales History): The invoiced value of all merchandise sold minus the value of inventory and warranty returns, less any invoice discounts given.

Graph #2 (Profit Percent): The profit dollars divided by sales.

Graph #3 (Inventory Turns): The annualized cost of sales divided by the average inventory value.

- To exit back to the *Product Line Analysis* menu from any graph, press the **<F2>** (*Return To Change Data*) or **<Return>** key.

The Monthly Inventory Sales Report (see the ***Month End Processing*** user's manual section) supplies 24 months of sales, profit, turns, return on investment and G.M.R.O.I. for each product line.

9.2.1 Modifying A Product Line's Sales History

- To make changes to a product line records sales graph information, first display the product line record and then press the **<F2>** (*Graphic Menu*) key to display the *Product Line Analysis* menu.

- Press the **<F6>** (*Change Graph Data*) key.

- With the cursor positioned at the **SELECT DATA TO DISPLAY** prompt, enter the corresponding sales history graph number (1-3) and press **<Return>**.

- With the cursor positioned next the first months value, enter the new values for each month and press **<Return>**.

- Once all values have been entered, press the **<F10>** (*Record Changes*) key to save the entered changes.

9.3 Modifying A Product Line Record

To make changes to a product line records information, first display the product line record as previously described.

- Using the ⬆ and ⬇ arrow keys on the keyboard, position the cursor within the field to be modified, enter in the correct information and press **<Return>**.

- Continue entering changes until the record is complete and then press the **<F10>** (*Record Changes*) key to save the entered changes.

Note: Always press the **<Return>** key after entering any new information.

9.4 Fields Of Information

Listed below is an explanation of the transaction report columns:

Field Name	Description
DESCR:	Description field that can store up to 13 alphanumeric characters. Used to describe the part numbers entered within the product line.

SELL-UP:	Sell up message field that can store up to 13 alphanumeric characters. Prompts counterman to sell additional related items during point of sale. For example, a Sell-Up message for a product line of water pumps could be "Anti-Freeze" or "Hoses-Belts".
PRICE SHEET:	Price sheet date field that can store 2 numeric characters for both the Month and Year of the current price sheet date.
BEGINNING MONTH VALUE OF INVENTORY:	Stores the value of inventory as updated during Month End processing. Maximum Value equals $999,999.99. (The inventory value includes the vendor net %)
NET CORE SALES:	The invoiced value of core deposits invoiced minus the value of core returns invoiced during the current month.
PROFIT %:	Profit dollars divided by sales.
PURCHASES AT COST:	The value of merchandise purchased minus the value of warranties returned during the current month.
NET COST OF SALES:	The cost of merchandise sold minus the cost of all inventory and warranty returns during the current month.
NET VALUE OF SALES:	The invoiced value of all merchandise sold minus the value of inventory and warranty returns.
VENDOR NET %:	The percent of price 0 merchandise is purchased at. (See detailed explanation below)
POP PRICE PERCENTAGES:	The percentage increase or decrease to be given for part numbers within this product line with the corresponding popularity code as part of popularity pricing. The percentage entered has a plus or minus range of 127%. (See detailed explanation below)
CUSTOMER SALES HISTORY LEVEL #:	Supplies 24 different levels for customer purchases to be tracked by groups of product lines.

9.5 Vendor Net Percent

The vendor net percent allows a discount from a supplier to be tracked and calculated in the cost of merchandise purchased and sold without changing price 0 of each part number in the product line.

A 10% discount from a supplier would be reflected in the corresponding product lines records as a vendor net percentage of 90%. Point of sale and purchasing determine cost of sales based upon Price 0 of each part number, as found in the inventory file and the vendor net percentage, as found in the product line file.

All reports will include the vendor net percentage in the inventory value calculation unless the **INCLUDE VENDOR DISCOUNT** prompt is answered **N**.

9.6 Popularity Pricing

Popularity pricing allows a price increase or decrease to be added to a customer's pricing matrix based upon a part number's movement. Management can choose to use pop pricing for all or some customers on all or some product lines.

On fast moving price sensitive items, management can choose to reduce prices 1-2 percent. On slowing moving stock sensitive items, management can choose to increase prices 5-10 percent.

Pop pricing is a valuable tool for beating the competition's price and maintaining high profit percentages.

To exclude a customer from the effects of pop pricing, enter an **X** within the **POP %
EXC=X** field for the particular customers record for each price level.

9.7 Customer Sales History Levels

Utilizing the customer sales history levels, a customer's purchases can be tracked
and reviewed by groups of product lines. Using product line update, each product
line can be assigned a sales history level from 1 to 24.

Normally customer sales history levels are grouped by product type. Management
can choose to group product lines by manufacturer, department, supplier or any
method desired. Below is an example of group sales history levels by product type:

CUSTOMER SALES HISTORY LEVEL	PRODUCT TYPE
1	Miscellaneous
2	Ignition Products
3	Electrical Products
4	Belts & Hoses
5	Filters
6	Exhaust – Mufflers
7	Exhaust - Pipes & Accessories

As a customer purchases part numbers in that product line, the values of purchases
will accumulate in his customer record under the **Product History** field.
Information on a customer's product history can be printed using the Customer
Sales Analysis Report or displayed graphically through Customer Update.

9.8 Increasing Sales, Profit And Inventory Turns

Certain programs are valuable tools for reviewing profit percents on a daily,
monthly, customer, counterman, invoice and product line basis. The Transaction
Register Report offers an option to list all line items sold with a profit percent below
a stated level. Reviewing this report daily will allow management to immediately
correct any pricing errors.

Popularity pricing is an excellent tool for increasing profits on slower moving items.
A part number turning four times a year and generating a 33% profit margin would
yield the same return on investment as an item turning two times a year and
generating a 50% profit margin.

The zero sales and overstock reports can be used to identify slow and non-moving
items. By correcting stocking levels to reflect actual demand, inventory turns can be
increased and inventory dollar investment reduced.

The Best Seller Report is a valuable tool for increasing sales and inventory turns. It is
a tremendous sales aid when visiting wholesale accounts and recommending
stocking levels for new and existing lines. It is also very effective for reviewing a
product line and deciding upon merchandise to return or reduce stocking levels on.

Using alternates is also an effective ways of increasing sales and counterman productivity. Instantly counterman will be informed of available alternate numbers and they will be able to generate additional sales with this information.

9.9 Function Keys

Function Key	Action
F1	Call Up New Product Line.
F2	View Sales Analysis Menu.
F6	Modify Product Line Sales Analysis (Graphs).
F10	This function will record Information.
F11	Exits back to the Autologue Main Menu.