

# Lesson 1 - About the Management Reporting System

## What is the Management Reporting System?

The Management Reporting system is a set of reports that provide the information necessary to make business decisions about running the store.

The Management Reports inform you about the sales and margin, about merchandising issues, about inventory, and about deals.

## Benefits

The original set of reports provided with the Equity system was changed and added to many times as the system evolved. As a result, inconsistencies had crept in, and the information was not always reliable.

There was a need to revamp the reports completely, taking a fresh look at what information is required by store management and aiming the new reports directly at those needs.

The new Management Reports system offers the following advantages:

- Consistency of data
- Reliability of calculations
- Flexibility for users

### ***Consistency and Reliability***

The new reports all use the same formulas for report calculations. For example, in the old reports, margin was calculated in several different ways, some accurate and some not.

Extensive testing both at head office and in pilot stores ensures that the information contained in the reports is reliable and correct.

### ***Ease of Use***

The system comes with a comprehensive set of standard reports that will meet most needs. Most stores will not need to create customized reports. The reports are easy to schedule and run.

### ***Flexibility***

For stores that want additional information, we introduced the ability to create customized reports to meet their individual needs.

This includes:

- adding and deleting columns on the reports
- specifying the sort sequence
- subtotalling and grouping
- specifying selection criteria so you can zero in on your area of interest (such as including only inactive products, products on a specific deal, and so on)

## What are the new reports?

There are four types of Management Reports:

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<b>Sales and Margin reports</b>	Tell you about the overall profitability of the store.
<b>Merchandise reports</b>	Tell you about in-stock positions and product presentation.
<b>Inventory reports</b>	Tell you the value of your inventory.
<b>Deal reports</b>	Help you prepare for deals and evaluate the results of both corporate and in-store deals.

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The four types of reports provide you with information about four different views or aspects of your business.

**Business View:**

A term used throughout the Management Reporting System. It provides a way of grouping similar reports and enables you to filter the list of reports on your screen, in order to avoid scrolling.

## ***Sales and Margin***

The Sales and Margin business view includes the following reports:

- Product Performance
- Product Performance Comparison
- Daily Sales by Type
- Weekly Sales by Type
- Sales to Date
- Sales and Margin
- Condensed Margin
- Margin

## ***Merchandise***

The Merchandise business view includes the following reports:

- Merchandise
- Merchandise with Suggested Bin Cap
- Service Level

## ***Inventory Reports***

The Inventory business view includes the following reports:

- Inventory Evaluation
- Inventory Evaluation Comparison

## ***Deal Reports***

The Deal business view includes the following reports:

- Deal Merchandising
- Deal Price Verification
- Deal Sales

## What Can the Reports Tell You?

This section helps you familiarize yourself with the content and purpose of each report. The objective is to know which report to look at when you have a question about your business.

<b><i>Sales and Margin Reports</i></b>	
Product Performance	<p>What are the most profitable products and the least profitable?</p> <p>Are the quantities on hand and on order appropriate given the sales?</p> <p>Are stock levels appropriate to the product's selling performance?</p> <p>Should products be remerchandised?</p>
Product Performance Comparison	<p>What are the product performance trends from one time frame to another?</p> <p>What are the changes in the quantity sold, in the selling margin dollars and percentage, and in the net sales dollars.</p> <p>Should products be remerchandised?</p> <p>What finelines have improved the most?</p>
Daily Sales by Type	<p>What are our gross and net sales for the day, in units and dollars, for regular, promo, and other sales?</p> <p>What is the value of returns for the day, in units and in dollars?</p> <p>What is the selling margin by product for the day (in dollars and as a percentage)?</p>
Weekly Sales by Type	<p>What are our gross and net sales for the week, in units and dollars, for regular, promo, and other sales?</p> <p>What is the value of returns for the week, in units and in dollars?</p> <p>What is the selling margin by product for the week (in dollars and as a percentage)?</p>