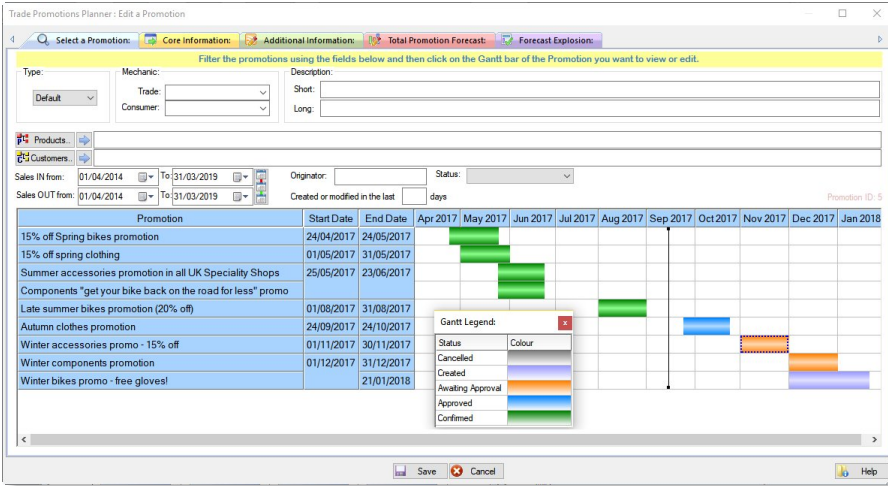




# PROPHECY V10.0

## Factsheet: Trade Promotions Planner

The latest version of Prophecy adds a completely new Trade Promotions Planning module which supports:

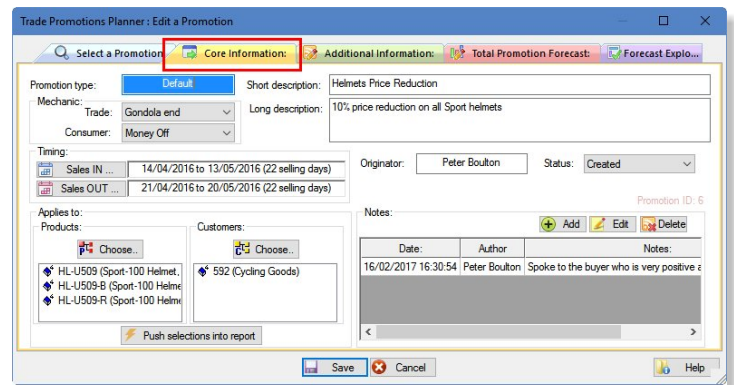


- Planning discrete promotions across calendar date ranges
- A structured workflow for creation and approval
- An algorithm for calculating the incremental sales / revenue / margin from each promotion
- Forecast versus actual for each promotion
- Promotional league tables to rank the effectiveness of each promotion.

Implementing a Trade Promotions Planning system is hugely intimidating. Existing Trade Promotions Planning solutions are costly, complex and time-consuming to implement.

The Trade Promotions Planning module in Prophecy is different because it:

- works entirely within Prophecy
- makes promotions visible and trackable
- can be bolted on to most Prophecy databases with relatively low implementation resource,



Promotion Forecast:	Sep 2017-18		Oct 2017-18		Nov 2017-18		Dec 2017-18		TOTAL	
	Pre-promotion	Other	Promotion	Post-promotion	Other	Promotion	Post-promotion	Other	Total	
Promotional Quantity	0	0	3,000	0	0	0	0	0	3,000	
Base Quantity	1,855	1,800	0	600	0	4,255	0	0	4,255	
Total Quantity	1,855	1,800	3,000	600	0	4,255	0	0	7,255	
Price	£12.80	£12.24	£0.00	£10.91	£18.74	£13.40	£10.91	£12.37	£12.37	
Gross Sales Value	23,738	22,035	0	32,742	11,242	57,015	32,742	89,757	89,757	
Discount Percent	2.6%	2.3%	0.0%	2.3%	2.2%	2.4%	2.3%	2.4%	2.4%	
Discount per item	£0.33	£0.28	£0.00	£0.25	£0.41	£0.32	£0.25	£0.29	£0.29	
Net Sales Value	23,126	21,531	0	31,989	10,996	55,652	31,989	87,641	87,641	
Standard Cost	£5.05	£4.88	£0.00	£4.95	£8.25	£5.15	£4.95	£5.07	£5.07	
Gross Margin	13,760	12,748	0	17,120	7,246	33,755	17,120	50,884	50,884	

- captures the 'essence' of Trade Promotions Planning, without the over-detailed fine accounting of every penny / cent. The 'big picture' really should be sufficient to sort effective from the ineffective promotion.

So, Prophecy's Trade Promotions Planning module is right for you if implementing a full-blown traditional Trade Promotions Planning is 'over the top', unnecessarily expensive or complex. It provides all the basics for planning promotions, with minimum complexity.

### More information....

To find out more about Prophecy's Trade Promotions Planning module, please contact us at:

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	Sales IN From	Sales IN To	SelDaysIn	SelDaysOut	y/e	From Margin ROS In	Base Margin ROS In	Margin IN Uplift %
Summer accessories promotion in all UK Speciality Shops	25-May-17	23-Jun-17	22	22	2018	7,951.67	1,536.93	417.4%
Autumn clothes promotion	24-Sep-17	24-Oct-17	22	22	2018	1,967.31	412.69	376.7%
15% off spring clothing	01-May-17	31-May-17	23	23	2018	1,493.78	412.69	262.0%
Components "get your bike back on the road for less" promo	25-May-17	23-Jun-17	22	22	2018	30,726.26	10,338.74	197.2%
Late summer bikes promotion (20% off)	01-Aug-17	31-Aug-17	23	39	2018	43,566.70	16,966.90	156.8%
15% off Spring bikes promotion	24-Apr-17	24-May-17	23	23	2018	42,833.01	16,966.90	152.5%
Winter components promotion	01-Dec-17	31-Dec-17	21	21	2018	21,039.10	10,338.74	103.5%
Winter bikes promo - free gloves!	01-Dec-17	21-Jan-18	36	44	2018	20,495.97	16,966.90	20.8%
Winter accessories promo - 15% off	01-Nov-17	30-Nov-17	22	22	2018	1,557.48	1,536.94	1.3%