



# Planting the Seeds of Success

## 6 Key Areas Garden Center Retailers Should Evaluate Before the Busy Season

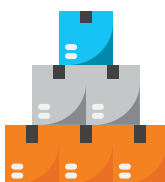
Lawn and garden retailers have the unenviable task of managing the ups and downs that come with concentrated selling seasons. However, some may lack the control and visibility into their business to do so effectively.

As you approach one of your busiest times of the year, we've identified six key areas that you should evaluate in order to have a smooth, successful season. This will enable you to achieve performance improvements while still creating the best possible experience for your customers.



### 1. Improving Register Speed

Enabling your staff to provide fast, accurate product information and advice—as well as a speedy checkout experience—is key. Use your retail management solution to find SKUs quickly and accurately through viewers and grids. Use modern tools to improve the percent of barcoded items, and enhance your customers' experience as associates assist them readily, quickly, and efficiently with integrated credit card readers and high speed vs. dial up credit card connectivity.



### 2. Preventing Over- and Understocking

Days of Supply is an important metric that measures how long you will have inventory on-hand if the item continues to sell at the current rate and you keep shelves stocked. Keep an eye on your top-selling items' Days of Supply to see if it changes. If it does, consider adjusting your forecasting model, safety stock, or other variables to make sure you don't run out of stock and lose any sales.



### 3. Setting and Maintaining Profitable Price Margins

Profit margin is your main measure of profitability and shows how much revenue is earned once you deduct the costs of the goods sold. It's a valuable barometer of how much money is going into your pocket. Profit margin allows you to evaluate whether you need to lower costs or increase efficiency in your business to widen your margins. Maximize margins by analyzing buying patterns to better inform merchandising, promotions, and bundling.

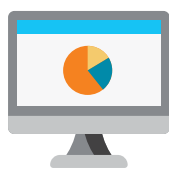


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### 4. Getting the Most Out of Your Employees

Using modern technology boosts employee productivity and provides them with a desirable working environment. With the proper mobile tools, your employees can perform customer checkouts anywhere in the store or garden center. Real-time, accurate data also helps with staffing decisions—ensuring you aren't under- or overstaffed at any given time. Epicor Eagle offers a suite of mobile tools that enable owners to access critical data in order to operate their business more efficiently anytime and anywhere necessary.



### 5. Making Good Business Decisions

The Epicor Eagle retail management software solution lets you easily access key business data whenever you need it. The system updates in real time and allows users to run custom reports. View inventory, track sales, compare to previous years, and more. This ensures you always have the information you need to make smart, timely business decisions.



### 6. Capturing Customer Information

Loyal customers are your best customers. Some lawn and garden retailers report the top 10 percentile of loyal customers generated more than 40 percent of their total business\*. Epicor Eagle lets you capture customer information at the register and implement loyalty programs that keep your customers coming back for more.

Source: Ian Baldwin, Nursery Business Consultants. Private client data 2018

Epicor Eagle retail management software offers garden center retailers an intuitive, user-friendly experience that helps you and your team work smarter and faster. Industry expertise and built-in best practices help you improve efficiencies and drive growth across your lawn and garden nurseries.



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