

## Who We Are

We are inventory planning experts and retail consultants, specializing in the apparel business. Our small, boutique firm serves merchants both in the U.S. and abroad.

The company was founded in 2004 by retail industry expert Steve Pruitt. Over the last three decades Steve has helped dozens of independent retailers across the country grow and improve their businesses. He continues to lead a team of talented retail consultants who specialize not only in inventory planning, but also in sales, marketing, management, and e-commerce.

## What We Do

At the heart of what we do is data. We sift through your numbers to make sure that you are making strategic and informed decisions. It's your job to rely on your gut; it's our job to backup these gut decisions with detailed plans to keep you on track to meet your goals.

We start by sitting down with you to hear about the needs of your unique business so we can pinpoint potential areas of growth. These areas could include how you do your buying, how you land inventory, whether you have a targeted online strategy, or whether your sales staff needs further training to meet their goals.

## Why It Matters

It's not just about your bottom line - it's also about keeping the passion in your business. When you see steady improvements, or the ability to navigate tough times with more ease, your business becomes more rewarding.

And yes, we do focus on the bottom line—a lot. Many of our clients are surprised to discover that small changes in their inventory planning processes can produce big results.

We want you to "**Be In The Black.**" This means being both profitable and in fashion, no matter which segment of the market you are in.

# Our Services

## Inventory Planning



If you're like most merchants, you probably got into the business because you love the product, you like interacting with customers, or you wanted to use your creativity to build your own brand or buying experience. Chances are you didn't get into retail because you wanted to pore through the numbers coming out of your POS system each month. But while managing your inventory is probably not the most exciting part of your business, it is absolutely essential when it comes to managing cash flow and ensuring profitability.

That's where we come in. We love numbers and we get excited about identifying trends, planning for future growth and using our tested formulas to help you meet your goals.

When you sign up for inventory planning services, you get a dedicated expert who meets with you each month to go over your numbers and give you a precise plan, by classification, outlining your budgets, markdowns, sales goals, and more. We can even update these plans mid-month to make sure you are on track. Your expert can also work with you on long-term strategies and new business opportunities.

## Retail Consulting



There are generally two scenarios where merchants require some extra guidance. Either they are not happy with the direction their businesses is headed in, or they are about to undergo a big change, such as opening new stores, closing stores, or bringing in new management. We have deep experience in each of these cases and are happy to help with proven retail and management strategies. Sometimes it's tough to make changes from within. With help from outside experts who truly care about your business and your staff, it can be easier to undergo necessary transitions.

## Sales Training



Smart retailers know that selling is a skill, and for sales staffs to be really successful they need training and support. We developed the **TrainToSell** program to give clients the sales boost they need by providing on-site training and ongoing remote support. Our program offers different strategies for different types of customers, as well as the opportunity for salespeople to develop their own natural talents and instincts.

# Our Results

## Expectations

We begin our relationship with clients by evaluating the current state of their business and where there is room for improvement. We then set goals for margin, turnover, and return on investment. These goals each depend on the type of store, and their starting position. Usually, within 6 to 12 months we see significant improvements. And, if the store only needs minor tweaks, we can see the results within 60 to 90 days.

We also help clients:

- Generate higher sales with out increasing their inventory levels
- Take a more balanced approach to their inventory, which can increase sales
- Turn markdowns into marketing dollars by understanding the timing of markdowns and how they affect business
- Create custom analytics. Generally, within the first six months of our relationship we develop custom analytics because we never take a cookie-cutter approach to doing business.

# Our Values

## Discretion

We always keep our client relationships confidential to respect their privacy and enable them to protect their competitive edge.

## Dedication

Our analysts see themselves as committed members of each client's internal team, sharing their concerns and working with commitment to provide excellent results.

## Innovation

The retail environment is constantly changing, which means that we always have to be on the lookout for new techniques and strategies that will help our clients stay on top of their businesses.

Want more information? Contact us at [info@blksretail.com](mailto:info@blksretail.com)

[www.blacksretail.com](http://www.blacksretail.com)