



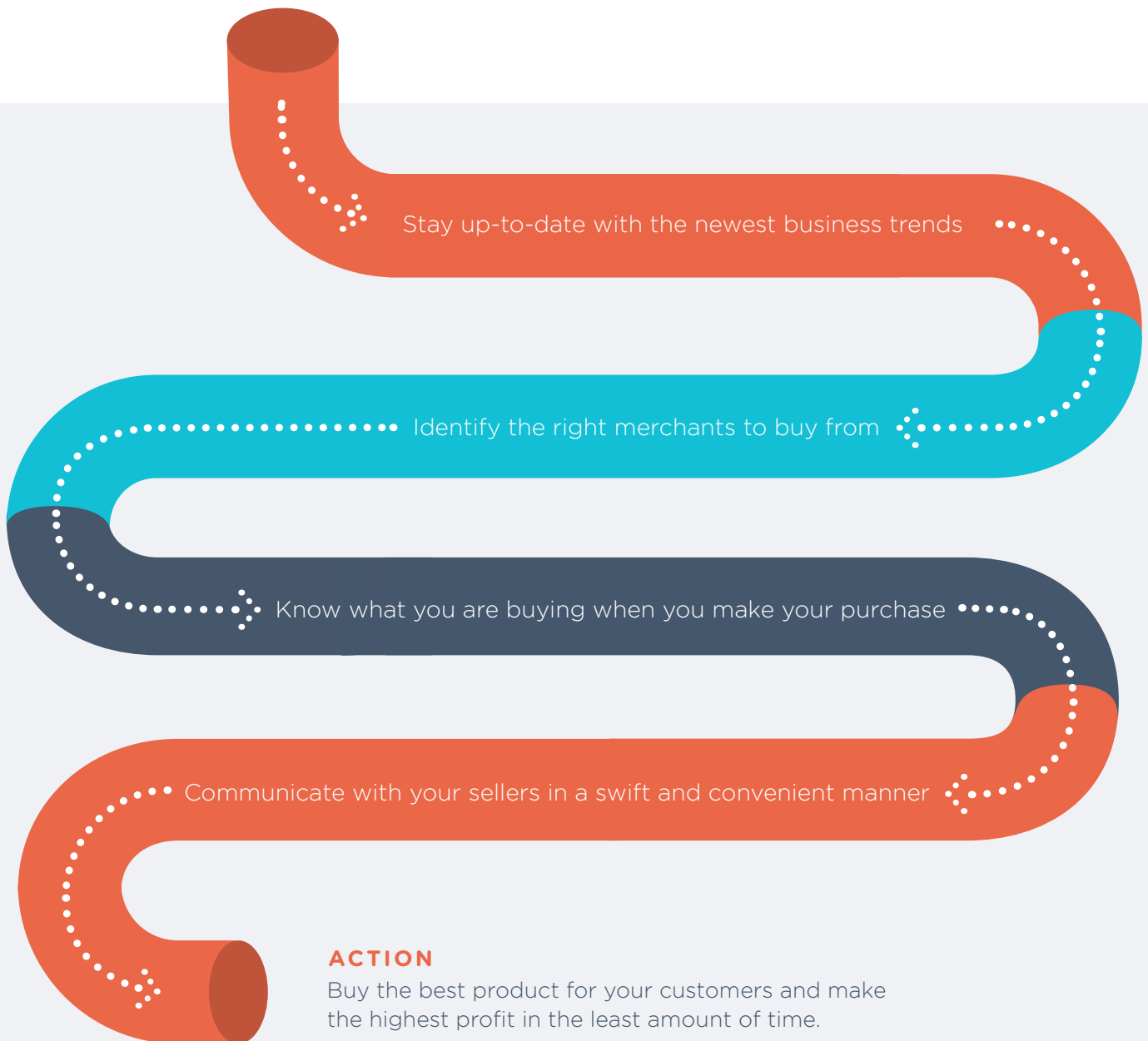
Guide to Complete Buyer Confidence



DON'T JUST BLINDLY PURCHASE INVENTORY.

Instead, optimize the way you buy to more easily make a profit, satisfy your customers, and ultimately do business better. However, most buyers don't know where to start.

We put together 4 simple steps to help get you on your way.





STEP #1

Stay up-to-date with the newest business trends

Odds are your systems and processes for doing business are the same as they have been since you entered the retail industry. You're not alone. However, times are changing and so is the way that brands and merchants are handling their inventory and doing business.

Brands are slowly updating their backend systems and operation methods in order to bring visibility and structure to their inventory tracking and overall off-price business performance. They are beginning to be able to take full stock of products across all

channels—including wholesale, retail, and ecommerce—giving them a better sense of what they actually have in their warehouses and what needs to be sold in the off-price market.

The more organized and tech-savvy these brands and merchants become, the more they will be wanting to deal with buyers who are just as used to the new tech solutions as they are.

Are you there yet? Because now's your time to do so.



72% of all retailers are in the process of updating their systems.

36% have already done so.

Stay up-to-date with the newest
business trends in retail

ACTION

Understand how your merchants are managing their off-price businesses and what new systems they are using to better manage and plan for your negotiations with them.





STEP #2

Identify the right merchants to buy from

As these brands gain visibility into their inventory and update their business solutions, they are realizing the importance of their off-price business and are beginning to expand their presence and inventory selection. More brands and product options give you the opportunity to select and buy from the best brands for your customer base.

Each seller is unique—they manage their inventory and do business in different ways. Thus, the ‘right’ seller for you may not be the one offering

the most inventory at the lowest price. There are many other factors to consider. Some sellers may present product in a disorganized and confusing manner, costing you time by holding up transactions that then lead to unnecessary losses. Others may have selling and shipping restrictions that could compromise your business strategy, and some may have an international presence that would increase your end selling price, giving you a higher profit.



Identify the right
merchants to buy from

ACTION

Vet your current sellers and connect with new ones in order to find the best inventory for your customers and make the highest profit margin.





STEP #3

Know what you are buying when you are actually purchasing it

Chances are that you are used to purchasing items based on only the description of the products, not fully knowing what is it you are buying.

Many times, sellers only send Excel spreadsheets with the minimal product information. This requires buyers to Google style numbers to get more information and pictures about the products listed. And even with this extra research, most buyers only really see the product once it shows up on their doorstep. The lack of information leaves buyers wondering how to classify the goods they just bought and how to enter that new inventory into their own systems.

However, with recent adoption of new technologies, retailers have the ability to provide their buyers with content-rich product listings, which includes images, measurements, fabric content, product origin, material codes, and color codes. The sellers who can provide you with this extra information will give you more confidence in the products you are buying, save you hundreds of hours of Googling, and enable you to buy more at one time so that you can create your inventory plans sooner and with more certainty.

“As a consumer, I would never buy a suit off of an Excel spreadsheet. So why would someone buying millions of dollars of goods do so? It doesn’t make a lot of sense.”

Ronen Lazar, CEO of INTURN



Know what you are actually buying
when you are making the purchase

ACTION

Network with sellers who provide you with
content-rich information you need to confidently
and efficiently purchase inventory.



Off-price buyers have **purchased 25% more units** from more detailed product listings.

Multinational off-price retailers project they can **save 100 hours** per buyer per month with easy access to inventory offers rich with product data.



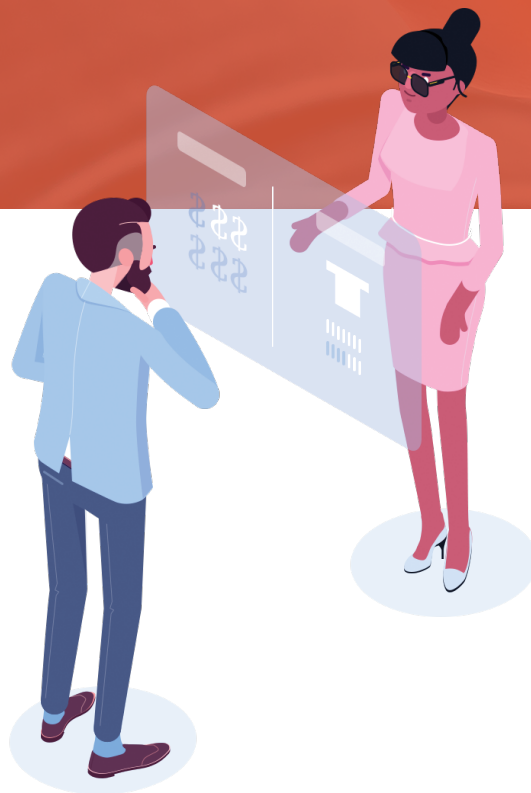
STEP #4

Communicate with your sellers in a swift and convenient manner

Not every seller has streamlined communication with their buyers. You may be used to waiting on a seller's response to your counter offer, or receiving multiple versions of the same offer with varying product counts, sizing, and inventory levels. The back-and-forth between buyers and sellers can take weeks, creating additional costs as inventory decreases in value the longer it sits on the shelves or in warehouses.

The old system of faxes, emails, and phone calls is not reliable enough for today's world.

Using a method that is convenient, quick, and ensures accuracy is critical to managing and growing your business. You need the most recent and relevant products in your hands at the soonest time possible to guarantee a high profit margin on your inventory.



Communicate with your sellers in a swift and convenient manner

ACTION

Identify and use a system of communication that works for both you and your sellers to more quickly receive the products you need.

Conclusions

While the task of staying relevant, identifying the best sellers, and really knowing what you're buying can seem daunting, there are ways to attack the situation to be more in control. By knowing what technology and systems brands are implementing as business solutions, identifying which sellers are the best for your customers, knowing exactly what you are buying when you are purchasing it, and finding a system to best communicate with your sellers, you will be able to **optimize your off-price business and make the greatest profit possible.**



NETWORK WITH THE BEST SELLERS AND BE THE OPTIMAL BUYER ON INTURN

Expand your network, improve your communication with sellers, and save time sourcing and buying for increased profitability and efficiency



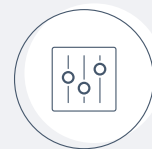
Online inventory management system



Selling and negotiation platform



Customized analytics and reporting



Team permissions and security system



 **INTURN**

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