

Competitive Pricing Module

Establish, manage and execute strategic pricing chain-wide

TCI's Pricing Package provides a complete solution for executing and managing pricing strategies throughout a grocery store chain, from Point of Decision to Point of Sale.SM The Competitive Pricing module's capabilities allow headquarters or individual stores to automate and institutionalize their competitive pricing philosophies. Using TCI's Competitive Pricing solution, you can define, customize and implement a pricing stance against competitors – by store, group, department, category, and even item level – to achieve profitability, operational and competitive objectives.

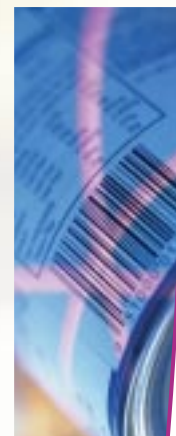
To implement a competitive pricing program that increases profits and increases marketshare, top grocery chains need the ability to monitor their competitors and competitive products. Developing internal pricing philosophies/objectives for stores, regions, zones, or markets helps you to compete effectively on local levels. TCI provides comprehensive competitive pricing capabilities that enable you to:

- Monitor and record competitive price checks efficiently
- Check comparable item(s) pricing accurately
- Preserve margins while remaining competitive
- Assert competitive pressure on rivals using precise knowledge of their programs
- Analyze competitors' reaction to price changes
- Scrutinize competitors' merchandising tactics
- Raise prices for non-competitive items

Competitive Data Collection

Collecting and analyzing competitive information is the basis for developing an effective competitive pricing strategy. TCI's Competitive Pricing module supports the use of off-line handheld PDA style units for collecting and downloading item information from a competitors' stores. This information can include: price, location, price levels, comments and other data. The competitive details are then transferred to TCI's Retail Execution SystemTM where the pricing information is analyzed.

TCI's automated collection and analysis tools streamline what has traditionally been a labor-intensive operation. This greatly reduces the costs associated with gathering competitive data, increases accuracy of pricing information and facilitates analysis of your competitors' pricing strategies.



Competitive Analysis

Using movement as a factor, the Competitive Pricing module enables retailers to perform “what-if” scenarios to evaluate the impact on sales and margins, based on competitive price policies. This module enables you to analyze select items to determine their right prices for maximum competitive advantage with minimal margin impact. Once a pricing strategy has been determined, you can react to competitors within hours by downloading price changes automatically using the Price Generation module. Pricing strategies can be implemented globally from headquarters or locally at district/store level, with the ability for headquarters to monitor these local activities. This empowers individual geographic locations to implement competitive pricing changes that will meet the needs of their local marketplace(s). These capabilities enable you to react quickly to a changing, competitive market – without impacting margins.

TCI’s Competitive Pricing module enables you to easily collect, manage, analyze, develop and execute competitive pricing strategies throughout your organization. These automated processes remove the technology barriers associated with legacy systems and manual processes, empowering you to develop new, creative merchandising programs that drive margins, increase revenues and improve competitive position.

Like all of the TCI Retail™ solutions, the Pricing Package leverages the Retail Execution System™, the company's enterprise data and business process management platform. Built on a foundational data model for central control of operations processes, together with the ability to adapt and extend the model and solutions, the Retail Execution System gives retailers the flexibility needed to meet complex and changing business requirements.

