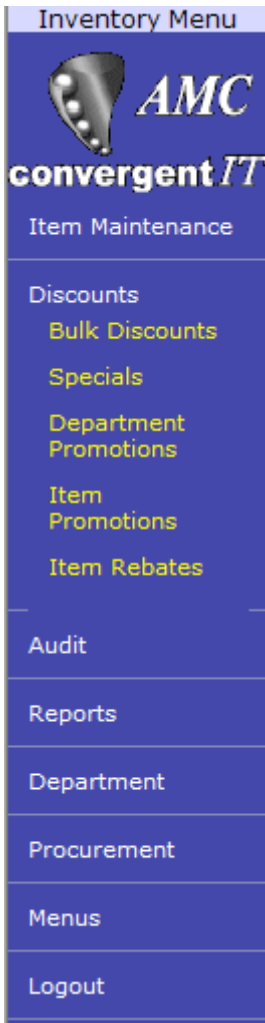# PROMOTIONS

Select the *inventory* → *Discounts* → *Department Promotions* or *Item Promotions* menu path.

Promotions

A promotion is a selling situation where a customer purchases one or more items and as a consequence of that purchase receives a further item or rebate .

In this context a promotion is not the same as either a straight forward discount or special. Discounts and Specials effect the item being purchased directly and are not dependent upon the purchase of some other item or combination of items to come into effect.

E.g. One promotion may be buy 2 of a particular item and get one free.

Another example may be buy a can of coke, an apricot muffin and receive a second apricot muffin at half price.

These examples are promotions.

A situation where the price of the muffin is reduced to 50% between the 5th August and 12th August 2007 is a special.

A situation where the price of the muffins is reduced permanently by 25% is a discount.

Promotions may relate to all customers or selectively to loyalty customers.

Promotions are broadly classified as being placed on a Department or Item level.

Department Promotion

1. Select the Site or ALL from the dropdown box.

2. Select the date the Promotion will *expire (Expiry After)*
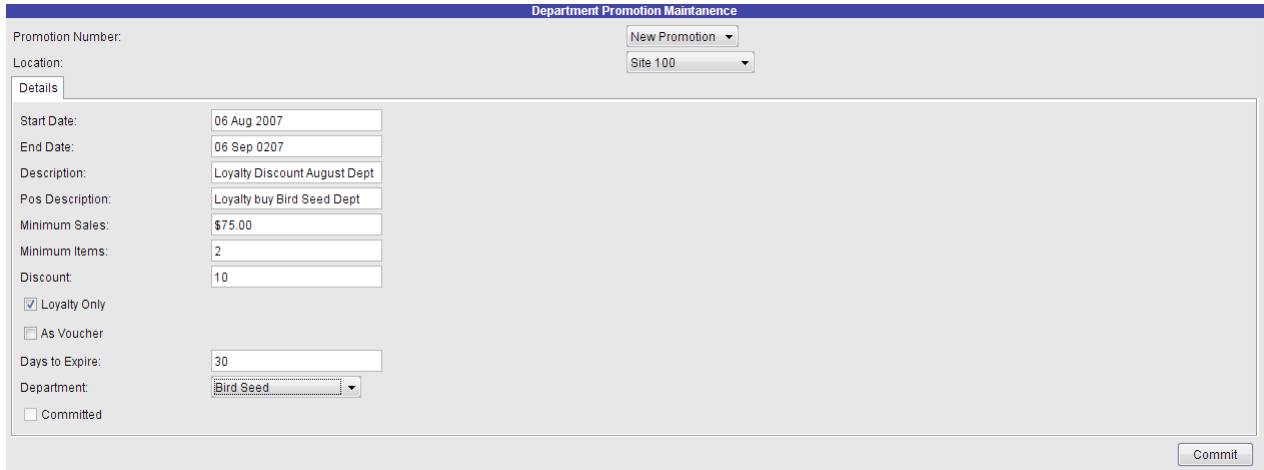
3. To *Create Item Department Promotion* click on the underline phrase.

a) Indicate whether the promotion is a *New Promotion* and which *Site(s)* it is to be created for.
b) Click on the *Start Date* to bring up a calendar to select the commencement date from.
c) Click on the *End Date* to bring up the calendar to select the date at the end of which the promotion ceases to be available.
d) Enter in a *Description* for the promotion *(this should be meaningful & distinguish this promotion form others).*
e) Enter in a *POS Description* – this is shown on the POS and printed on the receipt and in the journal when the promotional item is sold. *(see comment in d. above).*
f) *Minimum Sales* – enter in here the money value if there is a money figure which must be exceeded in the sale for this promotion to apply.
g) *Minimum Items* if there is a minimum number of items which must be purchased to qualify for this promotion enter it here.
h) *Discount* – enter here the percentage discount applicable for this promotion if in fact the promotion is of the type buy this and get that at a reduced price. This is the % by which the second item is reduced.
i) *Loyalty Only* – when ticked this checkbox set this promotion to be available only for loyalty customers. Consequently a loyalty card must be scanned or entered in the POS transaction in order for this promotion to be awarded.
j) *As Voucher* – if the promotion is awarding a voucher (gift) this field should be ticked.
k) *Days to Expire* this field contains the number of days the Department Promotion is valid for.

l) *Department* this is the department selected for this promotion.

m) *Committed* – if ticked indicates this *Department Promotion* has been committed to.

n) When complete click the *Commit* button on the right.

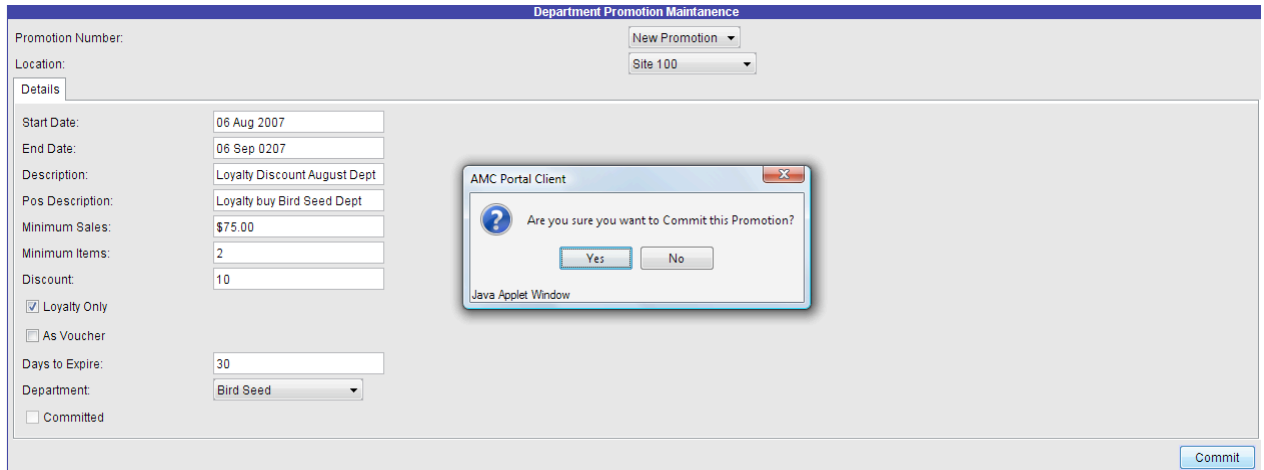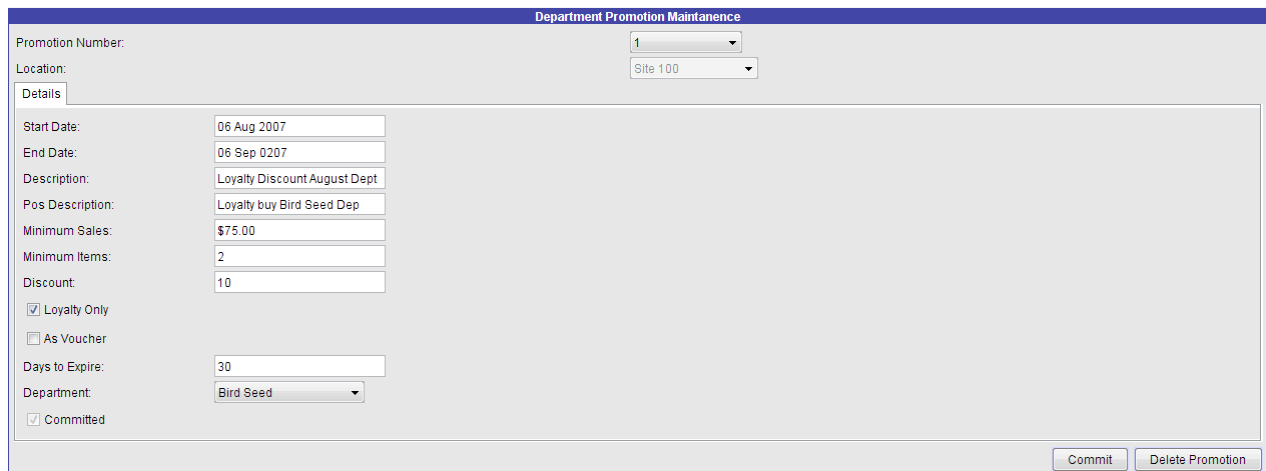The completed Department Promotion may look something like this:

The promotion is on between the 6 August and 6 Sep 2007 it is for the *Bird Seed* department, for Loyalty customers only and they must purchase a minimum of $75 worth of the Bird Seed Department and at least 2 items from that department to qualify for the promotional discount of 10%. The promotion is issued as a *discount* off the sale and is <u>not</u> issued as a voucher.

Clicking the *Commit* button results in a *Confirmation* box. To accept the promotion select Yes to reject (abort) the Department promotion select *No*.
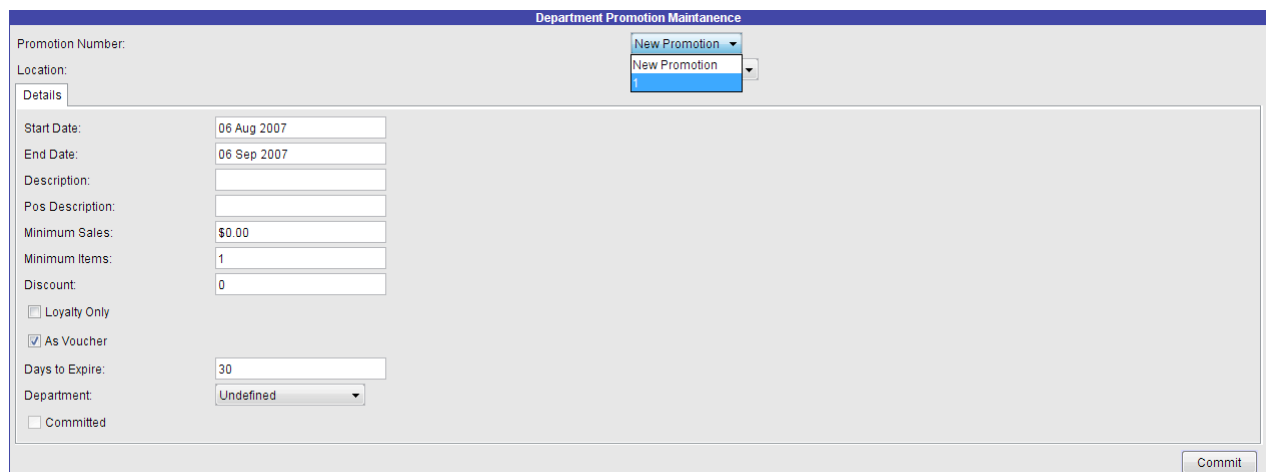
After the commitment of the department promotion, the promotion is redisplayed:

> Note: the *Committed* checkbox is ticked and the extra button, *Delete Promotion*.

4. Selecting the *Department Promotion* menu option and then the *Create Department Promotion* menu option results in the *New Promotion* dropdown box containing the already set up department promotions. If you select one of these already set up promotions the application is in the <u>edit</u> mode.

<u>Note:</u> in this example above the dropdown box contains the Department Promotion number 1.

Item Promotion

Item promotion set up is very much the same as the Department Promotion set up.

Report Options								
Site: Site 100					Expiry After: 07 Aug 2007			

Promotion Report								
Description ▼	Promotion #	Site	Start Date	End Date	No. Items	Type	Loyalty Only	Committed
Create New Promotion		Site 100						

1. Select the *Site* to effect or ALL.
2. Select the *Expiry After* date.
3. *Select* the underlined *Create New Promotion*.

Promotion Maintanence	
Promotion Number:	New Promotion ▼
Location:	Site 100 ▼

Details | Items

Start Date:	06 Aug 2007
End Date:	06 Sep 2007
Description:	
Pos Description:	
☐ Loyalty Only	
Promotion Type:	Buy 1 Get 1 Free - All present ▼
☐ Committed	

4. Complete the *Start* and *End Dates* for the *Item Promotion*
5. Complete the *Description* by which the system knows the item promotion.
6. Enter the *POS Description* which prints on the receipt and is on the journal.
7. Click on the checkbox if the *item promotion* is to be for *Loyalty customers only.* <u>Note:</u> this is not the same as giving a loyalty customer a discount on a specific product if they are buying only one of that product and do not have to purchase something else to earn the discount.
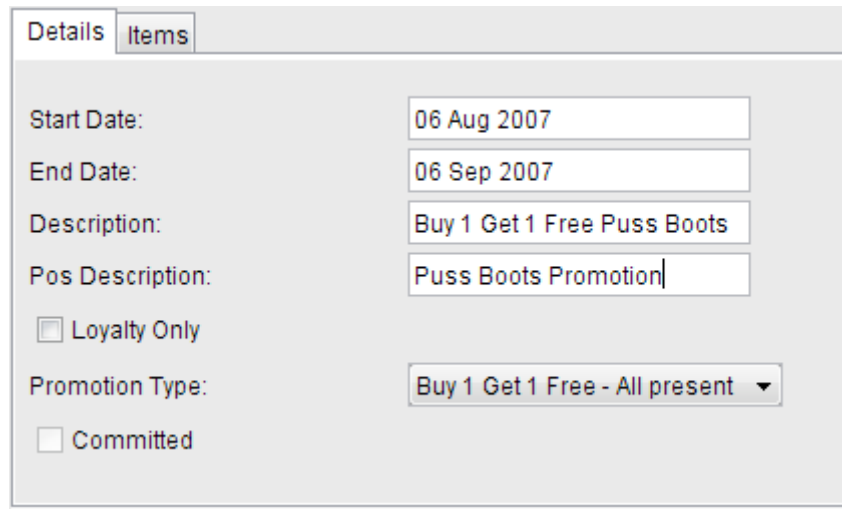8. Select the *Promotion Type* from the dropdown box.

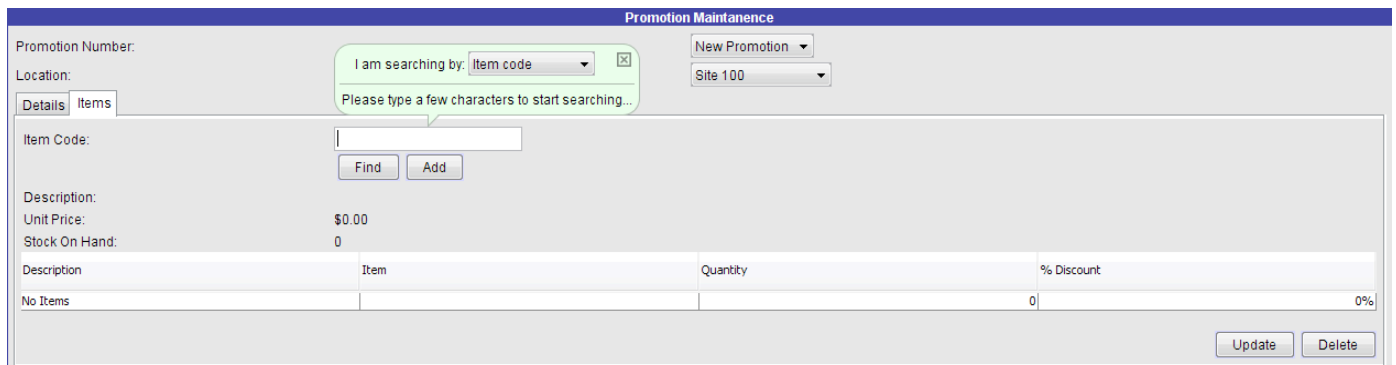| Promotion Type:	Buy 1 Get 1 Free - All present ▼
☐ Committed	Buy 1 Get 1 Free - All present
	Mix and Match - Any 1 present
	Mix and Match - Any 2 present
	Mix and Match - Any 3 present
	Mix and Match - Any 4 present
	Mix and Match - Any 5 present
	Mix and Match - Any 6 present
	Mix and Match - Any 7 present

Please note from the <u>promotion type</u> choices the item promotions are a triggered event.

This means you for argument sake buy one item and then buy another item (could be the same item) and it is then that the promotion cuts in.

9. Here is an example with the *Details* tab completed.
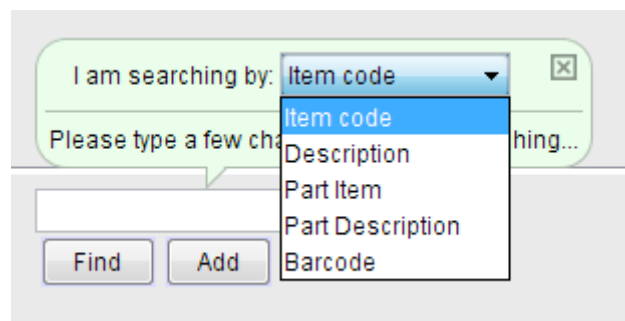

10. Click on the *Items* tab

This is where the items comprising the *conditions* and *benefits* of the promotion are set up.

You may search for items using a variety of configurable *searching criteria* such as item code, barcode, description or cross reference.
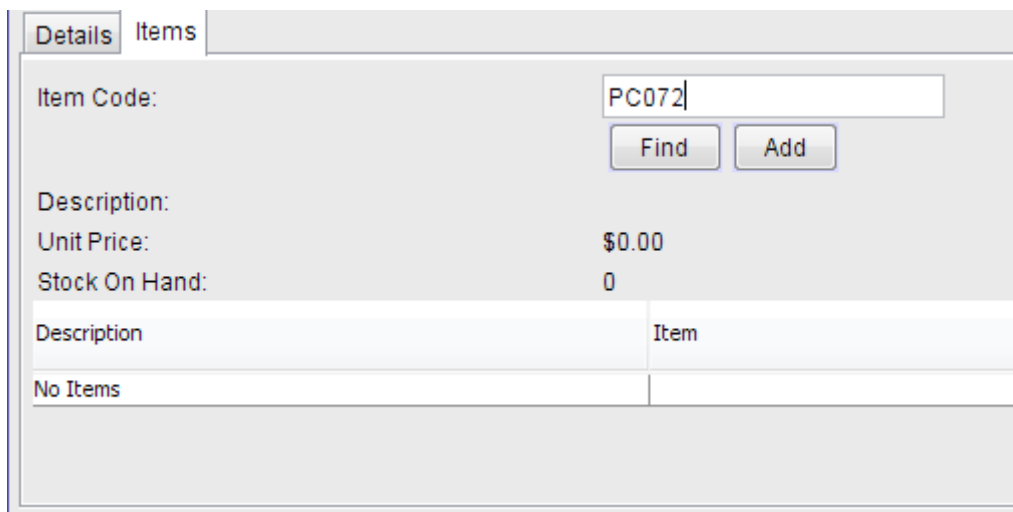
You can elect to *find* an item to check it is the right one first or you can say *add* and the item will be found and inserted into the underlined grid table.
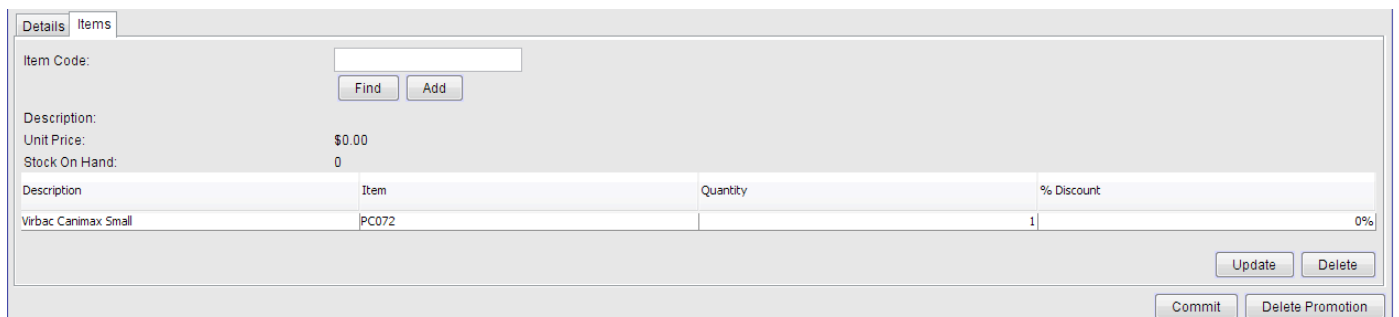
Searching using *description*:

Highlight the item required and it is inserted into the item code:

To accept click the *Add* button:

This is not sufficient for a promotion, there needs to be another trigger which may be either:

a) Changing the quantity so it is say 2 and setting the *Discount%* to be say 50% sets up a promotion whereby if someone purchases 2 of an item the second one will be at 100% off.

b) Alternatively, a second item may be included in the grid and it is this item that receives the discount, say 50%

11. When ready commit the *item promotion* by clicking the *Commit* button and answering the confirmation dialogue which appears.

The item promotion is now set up and active between the date boundaries it was created for and is visible when you enter the *item Promotion* menu option again.

Report Options							
Site: Site 100					Expiry After: 07 Aug 2007		

Promotion Report								
Description ▼	Promotion #	Site	Start Date	End Date	No. Items	Type	Loyalty Only	Committed
Create New Promotion		Site 100						
Buy 1 Get 1 Free Puss Boots	1	Site 100	06-Aug-2007	06-Sep-2007	2	All present		✓

These item promotions can be set up for loyalty customers and are designed for multiple item transactions and <u>not</u> for giving a non-dependent catalogue discount to a fixed price such as the normal price of a cat cage is $30.40 and for your loyalty customers you wish to sell it to them for $19.99 but the non loyalty customers are still to pay $30.40. This is not a promotion, it is a *LOYALTY SPECIAL DISCOUNT* and should be done as such.