

## USER GUIDE TO SETTING UP AND OPERATING PROMOTIONS:

### QUANTITY PRICE BREAKS AND BUNDLES

#### Introduction

Bundles and Quantity Price Breaks are two specific types of Promotional Activity that can be created in Rapidstock and administered at any Touchretail EPOS terminal connected to that Rapidstock system.

There are particular rules governing each Promotion type, and these should be borne in mind when creating them.

#### Quantity Price Breaks

The operation of Quantity Price Breaks (QPB) enables an item to be sold at different selling prices depending on the quantity sold within the same sales transaction. QPB is used for selling a number of identical items at a specified unit selling price per item, depending on the rules set up. If the requirement is to sell a number of items for a particular total amount then Bundles should be used.

#### Creating QPBs

Select the Stock Record to be edited from 'Stock' -> 'Stock Browser' -> select Group -> select Department -> display list of Stock Records in the Department. Right-click on the appropriate Stock Record -> select 'Promotions' -> select 'QPB' -> select 'Edit'. This will display the Quantity Price Breaks screen.

Click the 'Add QPB' button, then enter the quantity at which the price break applies, followed by the unit selling price that will apply. Several QPB quantities and price breaks can be set up on a single stock record. Click 'Save' when the QPB has been set up correctly.

If a QPB has been created for a product, this can be copied to other products using a Copy and Paste technique. To do this, right-click on the source Record containing the QPB -> 'Promotions' -> 'QPB' -> 'Copy', then right-click on the target Record -> 'Promotions' -> 'QPB' -> 'Paste QPB xxxx' (where xxxx is the Record number of the source Record).

Alternatively, when in the QPB Edit screen of a target Record, click the 'Use QPB from another product' button, and enter the Record number of the product containing the QPB you wish to copy, then click the 'Save' button.

At the Till, the QPB will apply when the quantity of the selected product reaches the level set, regardless of the order in which the individual products are scanned. When the first Till entry of the QPB item is made, the 'Info' button below the Product Entry Box flashes red, to signify that this product is part of a QPB promotion. Tap the 'Info' button to display details

of the QPB. Any individual QPB products entered at the Till at a discounted price are not taken into account when assessing the quantity for QPB.

When viewing a Department on screen that contains QPB Stock Records, the appropriate records are signified by a 'Q' under the P (Promotions) column.

## **Bundles**

The typical Bundle promotion is where two or more separate items (Components) are grouped together to create a Bundle which sells at less than the price of the Component items totalled.

A new stock record is created for each Bundle, and the Component items are added to the Bundle record with the sales prices adjusted accordingly to reach the target Bundle selling price. The stock and sales figures are incremented to the Component items when Bundles are sold to maintain accurate stock levels and profit reports. However the number of Bundle sales is also recorded so that you can monitor the effectiveness of each Bundle.

### **Creating Bundles**

The Bundle stock record is created in the usual Create Record routine – you may decide to put all Bundle records in the same Group and Department. You should click on 'Do not use a size scale' if creating a Bundle Department, as any Bundle size scale is irrelevant – if any of the Component items have size scales these will be used for the transaction, and a Bundle may consist of Component records with different size scales.

**Step 1 – Create the Bundle Record:** 'Stock' button -> 'Stock Browser' option -> select Group -> select Department -> 'Create' Stock Record -> click 'Options' button -> click 'Product Type' arrow to display drop-down box -> select option 2 –'Bundle' -> de-select 'Use Colour in Description' -> click 'Back to Record' button -> the Bundle name should go in the Supplier Code field (to enable quick location at the till Stock Enquiry) -> use a Short Description that will identify this Bundle to you -> the Cost, VAT and Sell fields are not used at this stage, so click 'Accept'.

System stock figures depend on the stock of the Bundle Component items, not the Bundle itself – no Bundle stock figures are used so that stock reports for the Component items remain correct. However you may want to generate Bundle price tickets/labels – add the quantity of Bundle labels required (if any) at the 'Add Stock/Tickets' prompt, then click 'Finish'.

**Step 2 – Create the Bundle offer details:** The Bundle Management screen can be accessed either by double-clicking the Stock Record and clicking the 'Bundle' button (beneath the Aliases button), or by right-clicking the Stock Record -> select 'Promotions' option -> select 'Bundle' option.

**Bundle Management screen:** select the first item to be included in the Bundle offer by clicking 'Add' -> use the Group/Department/Record locator to find the stock item (see note below regarding items with size scales). Use the same process to locate all Component

items to be included in this Bundle. As Component items are added to the Bundle, you will see the total Bundle Cost and Original Sell Value figures incrementing. If the Bundle consists of a number of the same item, use the 'Quantity' button to set the quantity of each Component item in the Bundle. Any incorrectly added Component items can be removed by clicking the 'Remove' button when the Component is highlighted.

When all Component items are selected, click 'Edit' to manage the Bundle Price. The selling price of each Component item may be adjusted according to the amount of discount you wish to apply to each Component item as part of the total Bundle discount. As each Component price is adjusted the 'Bundle Value' and 'Saving of' totals are also adjusted. This allows you to manage how you want the Bundle discount to be apportioned to each of the Component items. When you are satisfied with the Bundle details click the 'Save' button.

Items with size scales: If a Component item has a size scale but only one size is allowed in the Bundle, this size should be selected in the product selector screen. Usually however all sizes will be allowed as part of the Bundle offer, in which case click the 'Set Size or Pick' button when the Component is highlighted. This will change the Component size selected to a '?'. This will then prompt the Cashier to enter the actual size of the Component stock record at the till when the Bundle is sold.

A few points to bear in mind about the Bundle master record created; Bundle records:

- do not themselves have stock levels – the stock levels belong to the Component stock records
- are recorded as sales by number of Bundles sold, but no sales value – the sales values after Bundle discount are shown on the Component stock records
- cannot be transferred from branch to branch
- are not included in the website feed – website Bundles must be created separately on the website administration
- should not be used as part of any other type of promotion
- can be linked to a Till Preset button – in which case answer NO to 'select size scale at sale time' (this is already set up within the Bundle Management).

When viewing the Department on screen that contains Bundle or Component Stock Records, Bundle Stock records are denoted by a 'B' under the P (Promotions) column. Component items are denoted by a 'C' in the Promotions column.

**Bundle operation at Till:** when a Bundle record is sold, all Component items will be displayed at the till, with the Bundle price details and appropriate Bundle Saving details. Any Component items flagged as 'Pick Size' will prompt the cashier to enter the correct size. Note that scanning the individual Component items at the till will not trigger the Bundle price – only scanning the Bundle barcode (or Bundle Preset button if one is set up) will activate the Bundle offer.

Once a Bundle has been entered at the Till, the Component items cannot be adjusted or edited. If for instance an incorrect size has been entered, the Bundle should be removed and re-entered using the correct size selection.

If a Component item is returned for exchange or faulty, it should be entered at the Discounted Bundle price as shown on the receipt.

