



White Paper

Big Boxes Shift the Risk to You

Partnering with big boxes may present some risks regarding the maintenance of your plants or your inventory control. In this paper you will learn what technologies you could use to better manage these risks and increase profitability.

We all know that selling to a large retail outlet can increase your sales...the sheer number of customers who walk through the Big Box stores is incredible. But we also know that the Big Box guys have shifted the risk of selling from them to you, and if you don't know the costs associated with this risk then you will surely be a part of that old joke, "I know I'm taking a loss on each unit, but I will make it up in volume!"

So, what are those risks? Here are a few:

- The Big Box doesn't care about your profits – they set the retail price;
- Maintenance of your product is now up to you - they don't care if your plants live or die;
- Inventory Control is now up to you – do you count your plants, or count on the Big Box;
- Receiving payment from the Big Box is now on your shoulders to monitor.

Sounds awful, but you can address these issues by:

- Knowing your costs per plant and setting your selling price to the Big Box;
- Merchandising your product, or decide the costs (if per plant is known) is too high;
- Communicating with the Big Box via Electronic Data Interchange (EDI) to give you inventory quantities, sales returns, new plant orders required;
- Using technology such as "pay by scan" to receive accurate and timely payments.

The risks have shifted to you, but you can make a profit (not just increase sales) by knowing in advance what to expect and what to do.

If you would like more information about any of the above areas where we can help, simply call us toll free and speak to a nursery professional.



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