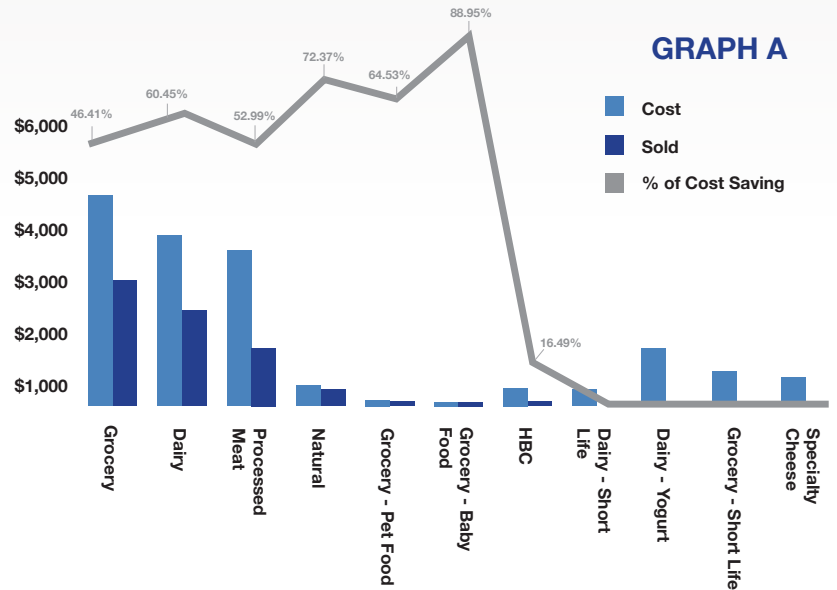


GROCER SEES 207% ROI* & REDUCES SHRINK BY 45%

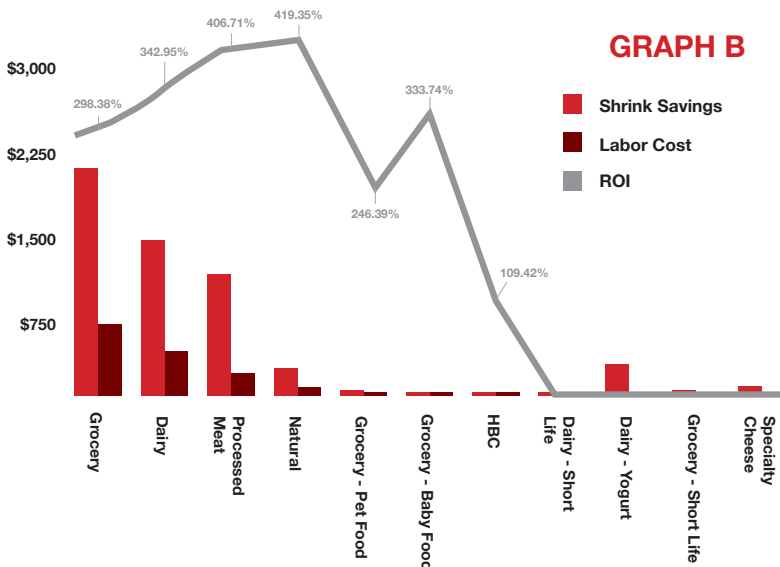


SHRINK SAVINGS BY DEPARTMENT

Graph A shows the dollar amount of shrink (Cost) by department compared to the dollar amount of items sold due to rotating close-dated items to the front of the shelf (Sold), and the percentage of shrink saved by doing so. The four departments where there are no sold savings, are extremely short shelf-life departments where the labor to rotate close-dated items would offset any savings from selling them.



Overall, the total close-dated inventory found during this study had a cost of \$11,048.19. Through our full-service Date Checking Associate, Metcalfe's was able to ensure these items were rotated to the front of the shelf prior to their expiration, and sell as many as possible at full retail value. The results were \$5,020.64 in sales for a shrink savings of 45.44%.



LABOR ROI BY DEPARTMENT

Taking this a step further, we can use the shrink savings by department from the previous section to see if the labor to rotate close-dated items pays for itself. Graph B shows the shrink savings compared to the cost of time spent date checking, as well as the ROI percentage by department. The reason these savings are so prominent is because with DCP, Metcalfe's was only checking the products that needed to be checked as opposed to allocating a large amount of labor to check an entire section every month.

Of the seven departments rotated, Metcalfe's saw an average 308.13% labor ROI.

PROJECTED FULL ROI

To see the big picture of this study, Table B shows projected total ROI by year. By using the data gathered over the two months this study took place, we can average it out over the rest of the year, and then use it to estimate ROI for years following as well. You'll notice in Year 1, ROI is 43% lower than following years. This is due to a one-time setup fee of \$3,802.50.

TABLE B

YEAR	2-MONTH SHRINK SAVINGS	2-MONTH LABOR COST	ANNUALIZED SHRINK SAVINGS	ANNUALIZED LABOR COST	SOFTWARE COST	INITIAL SET UP	TOTAL COST	NET SAVINGS	ROI
1	\$5,020.64	\$1,972.50	\$30,123.81	\$11,835.00	\$2,700.00	\$3,802.50	\$18,337.50	\$11,786.31	164%
2	\$5,020.64	\$1,972.50	\$30,123.81	\$11,835.00	\$2,700.00	-	\$14,535.00	\$15,588.81	207%
3	\$5,020.64	\$1,972.50	\$30,123.81	\$11,835.00	\$2,700.00	-	\$14,535.00	\$15,588.81	207%

It is estimated that Metcalfe's will see 164% ROI on DCP this year, and 207% ROI for every year they continue to use it.

Contact us today to get started.

To learn more or schedule a free demo, contact us at
info@pinpointsoftware.co or (262)458-2470