

The Wallace Haines Company

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Used Product Folio Expertly Tracks Buying and Selling of CDs, LPs, DVDs & Cassettes

Old and rare sets, bypassed releases, and today's hits have second retailing lives. Corner stores, second hand businesses and sophisticated music resellers have jumped into the lucrative used LP, compact disc and tape market. As always, new players need an edge to survive and rise above competition. Wallace Haines software sharpens that edge.

Used and rare music resellers prospect a broad product landscape. . Wallace Haines receiving programs link bought pieces to sellers, award sellers' credit, and reconcile buying prices with ledger cost prices—so the entire music-owning public becomes source as well as market.

Efficiency, accuracy, and detailed record keeping make the difference in used product reselling. The *Wallace Haines* Used Product Folio lives up to these goals. The proof is in the programs:

Enter / Edit Titles

Convert 'New' Titles
 Enter Abstracts
 Set Prices
 Define Conditional Prices for LPs
 Set Sale Prices

Point_of_Sale (POS)/ Inventory Search

Issue Used Product Receipts
 Track Sellers' Credit

Enter/ Edit Customers (Buyers and Sellers)

Do Quick Pinpoint Searches
 Award Incentive Credits

Receive Used Product

Create or Convert Titles
 Print Labels
 Reconcile Cost with Buyers' Credit
 Review Buying Activity
 Call up Receipts Archive

Inventory Searches

Print Title Searches
 Spot On_Hand Inventory
 Call up PKU Detail

Stock Ledger Integration

Sales & Inventory Reporting

Title Entry, Edit, and Conversion

Used titles succeed new offerings. Used -product resellers often use a new title database as a touchstone. Of course, resellers often enter titles from scratch or edit existing titles or prices. Yet, as a rule, recycling is more energy efficient than re-creation. Used-Product receiving programs convert new titles into "used" analogues. As a result, buyers enter, edit, and convert new titles into used titles directly from used product receiving.

Not every previously-owned piece is in the same condition. And customers will pay a premium for quality. Used

product receiving establishes conditional prices for LPs— for example, mint, near mint, very good or good condition.

Pricing flexibility is integral to the Used Product Folio. Receivers enter piece cost prices (which they can also call up from cash register buying records) as well as selling prices. Buying and selling price are fully editable. Special sale prices may apply to a range of future dates. Or price reductions may apply to bought pieces that have not sold.

To aid receivers, let "master" buyers preset both buying prices (the price ar business pays to a seller) and selling prices (the retail market price).

Define the date for a price increases (after an introductory offer) or decreases (after long store residence).

Because title and artist alone may not always tell the full story of a recording, you can add freelance descriptive abstracts to titles.

Title Entry program automatically assigns a "Piece_Keeping_Unit" (PKU) number to each item. That number is encoded in a barcode label, for Point_of_Sale scanning. You can buy the same title at different prices, as the reselling market changes or product condition changes.

MusicSeller_ Used Product

In the Title Entry program, users look up PKU history on a title to find receipt dates, buyer, previous buying prices, and sales dates.

Point_of_Sale Integration

The "Used Product Folio" is integrated with "Point_of_Sale" programs.

"Sellers" get credit against current purchases or obtain a credit good against future purchases. If your store policy allows, POS stations can also issue immediate cash for used product sold.

Each POS transaction creates a record of credit issued, quantity bought by type, price by type, seller, and store buyer.

POS security disallows duplicate

redemption of sellers' credit.

POS transactions produce credit receipts for customer "sellers," and internal store receipts. Users define receipt messages, policies, special offers.

Receive Used Product

Attach used titles to "selling" customers (Fig. 1). Reconcile prices and quantities from POS receipts. Convert "new" titles into their "used" analogues. Accept preset buying and selling prices, or allow receivers to revise buying and selling prices. Set up entries for used or rare titles that are not on your master title database.

Attach descriptive abstracts describing performance, recording history, rarity, and more. Call up abstract for viewing in receiving or stock item inquiry. Print abstracts on inventory lists.

Link received product to seller.

Readily convert "new" titles to "used" analogues.

Set conditional prices.

Inventory Searches

Title, author and category searches bring up matching entries for both new and used titles, with an identifying mark for used titles. Quickly spot on-hand inventory.

Print out inventory searches at POS stations. Show items & quantities on hand.

Call up sales profiles in "Stock Item Inquiry." Look up PKU buying, selling and pricing history.

View activity at all stores.

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Receive Used Product Only                               MaxiMusicMakers, Inc.
                                                         Receipt Date Jun 17/03
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Customer/Seller  FRIZZ00001 - Lornald Frizzlth
                                                         3016500321
Store            Broadway                               500 Maimed Street
Buyer            S. SalesDude2                         Charlosstville

Received by: James C. Wood                               VA 30504
Register Trans. No. 01048                               Receipt No.
-----
Ln  Sel#/Label Title                                     Type  Condtn  Buy  Sell.Pr  Artist  Recd
-----
100 6500 UKali ODDER & ODDEST                          LP    B       0.00  0.00    ROOM

Choose => 'A' for Mint, 'B' for Near Mint, 'C' for Very Good, 'D' for Good
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Fig. 1 - Used Product receiving identifies product sellers, and records product condition for LPs.

MusicSeller_ Used Product

Enter/ Edit Customers (Buyers and Sellers)

Each “used” product sale identifies a seller. Pull a name from the customer list or enter a new name.

At the cash register or in used title receiving, you can zoom in directly to a customer’s listing. Scrolling through a long list of similar names is a thing of the past. A Bryo_Search tool (Fig. 2) speeds customer searches, increases search accuracy and distinguishes among similar entries. The search algorithm works with a combination of last name, first name, and elements of address.

Keep detailed customer records. Note customer interests. Record identifying characteristics. Track sales. Award credit for purchases over a certain amount.

Use “Customer Courtesy Cards” that scan in at the cash register. Award special discounts.

Maintain an archive of title, quantity and price for each seller.

Stock Ledger Integration

View complete inventory ledger detail for labels and sections, including opening and closing inventory, receipts, transfers, markdowns, and sales. New and used product have separate entries for parallel stock ledger tracking.

Stock Ledger reports opening and closing inventory, cost prices, margin, receipts, sales and transfers.

RePrice to Sell Folio

Not all used titles sell through in all stores. Not all used titles turn over rapidly. Used stock sometimes accumulates in unexpected patterns. The **Reduce to Sell**

Folio’ is a suite of programs that take a big look back at used inventory. Programs in the folio identify titles that are slow sellers, titles that have been in stock for a long time and have not sold out, and titles that are no longer good sellers, even though they may have sold well in the past.

Programs in this folio deal with the distortions & the imbalances between used inventory and used sales. What can be done? Reduce the selling price? Transfer titles from slow-moving stores to stores where these titles have a better chance of selling? Send a message to store buyers to *Stop Buying* certain titles because inventory accumulation has outpaced sales? The **Reduce to Sell Folio** is a suite of programs that identify, transfer, reduce prices, and issue ‘Stop Buying’ orders for slow movers among the used title inventory.

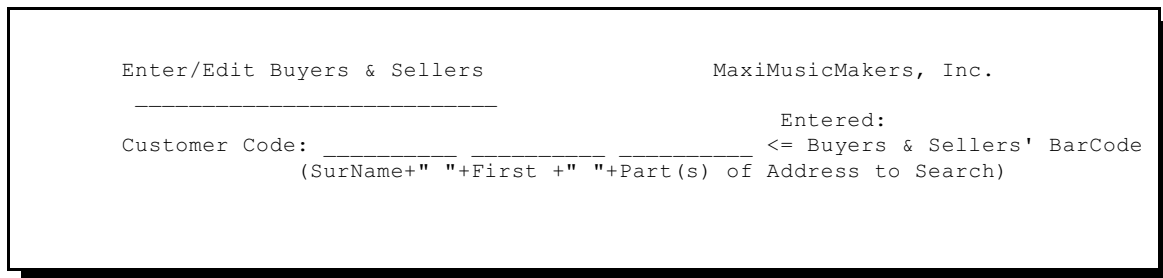


Fig. 2 - Multi-element customer searches cut through long lists of customer names and “break ties” with elements of customer address.