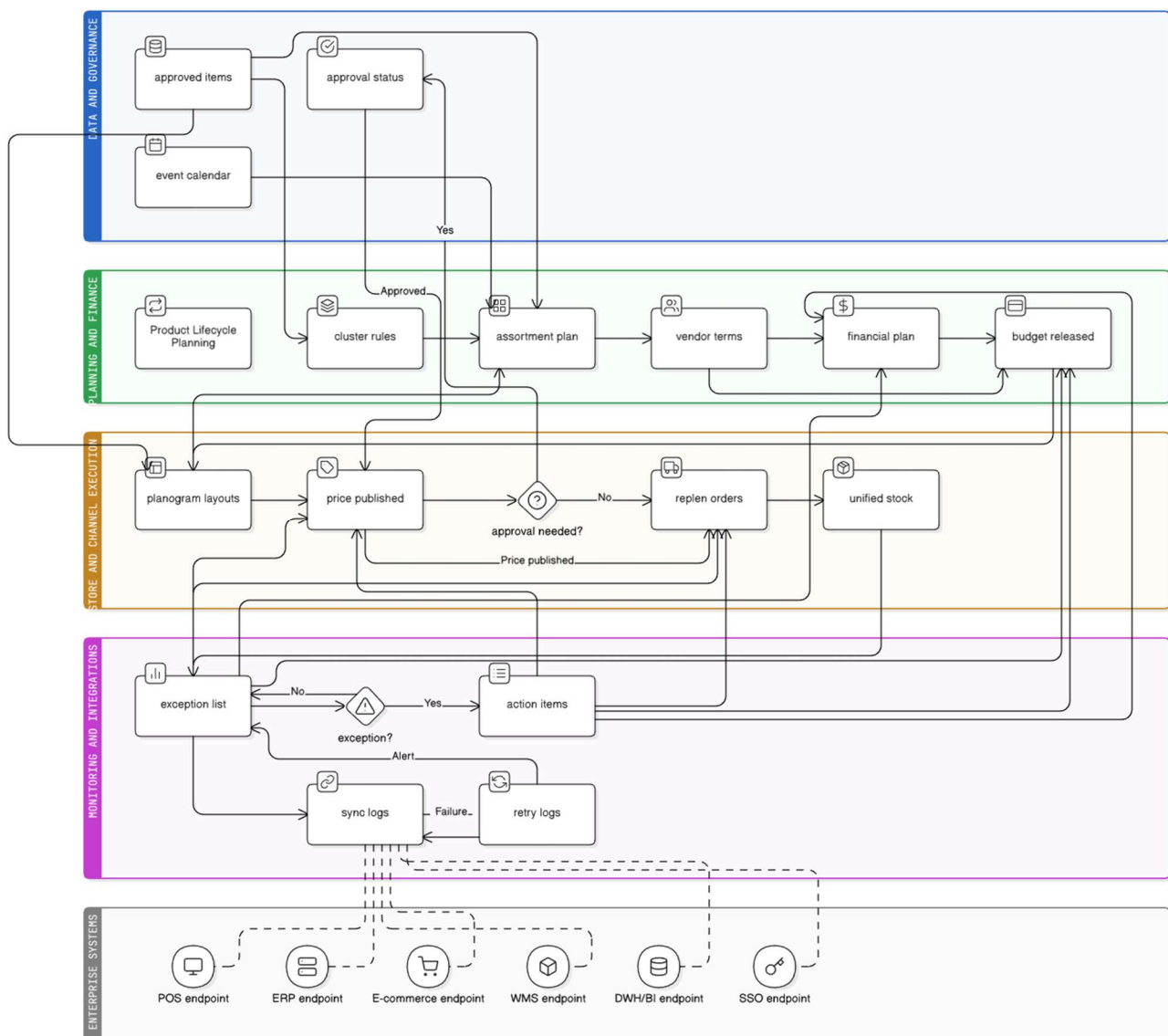


Rayterton Retail Merchandising System

A unified merchandising platform for item governance, assortment planning, MFP and OTB, pricing and promotions, space and planograms, allocation and replenishment, and omni-channel inventory. The system includes approvals, audit trails, and integrations so teams can run one operating loop from planning to store execution.

End-to-end operating story



Operating loop

Plans define rules and thresholds. The system generates recommended actions within those rules. Execution updates sales and inventory telemetry. The control tower prioritizes exceptions and routes actions to owners for approval and follow-up.

What retailers gain

- Improve sell-through and inventory turns by reducing aged inventory pockets.
- Protect margin with pricing rules, promotion guardrails, and a markdown calendar.
- Reduce stockouts and overstock using exception-based replenishment, transfers, and store rebalancing.
- Maintain one operational dataset across DC, stores, and e-commerce with audit trails and evidence packs.
- Run daily execution using prioritized action queues, not static reports.

System coverage

- One workflow from planning to store execution with approvals and audit trails.
- Exception-based control tower that converts signals into action queues.
- Supports multi-channel, multi-store, multi-season, and multi-category structures.
- Includes MFP, OTB, and markdown planning as standard operating modules.
- Integrates with POS, ERP, WMS, e-commerce, BI, and SSO with governed connectivity.

Merchandise Foundation and Item Governance

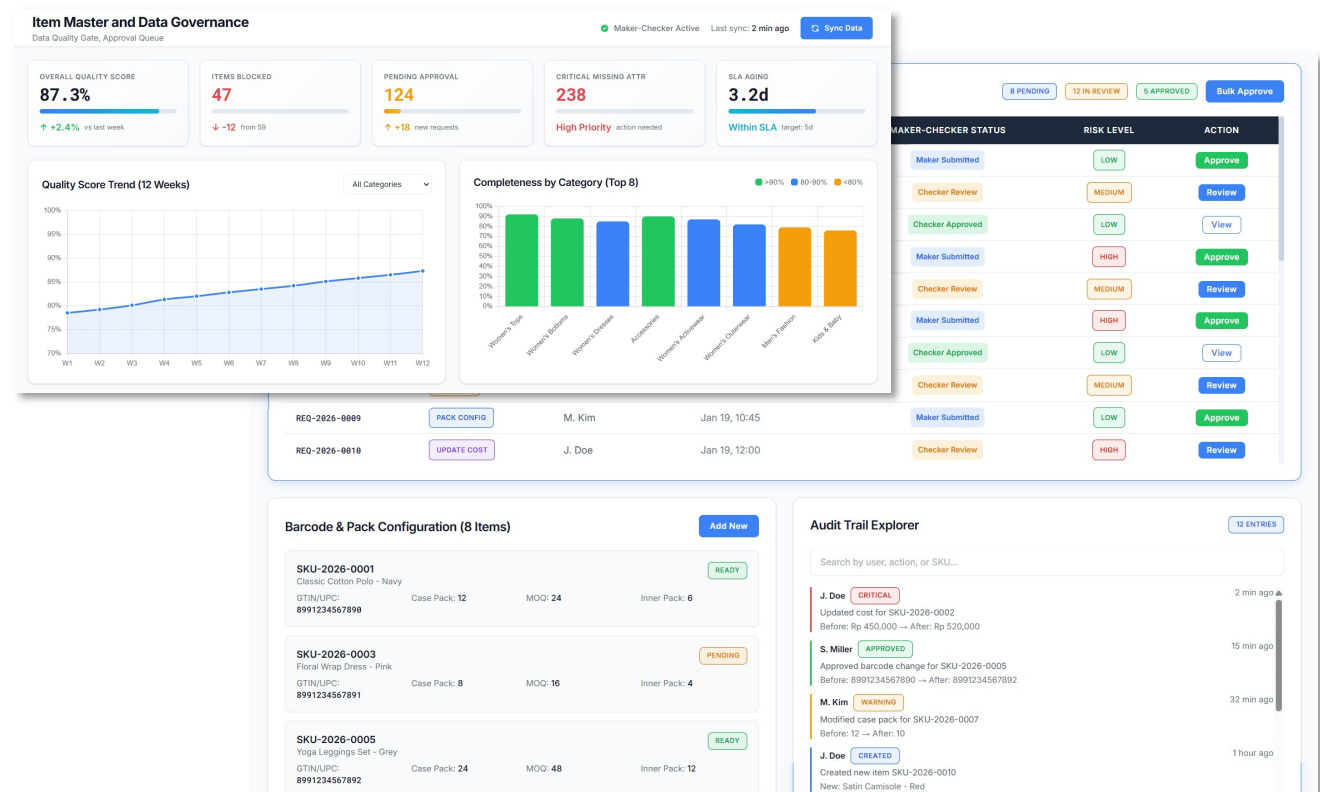
Maintain clean item and merchandising master data at scale for large SKU counts, multiple brands, multiple channels, and seasonal catalogs. The system validates item readiness using completeness checks, approval queues, and publish controls so downstream planning and execution use consistent data.

What you govern

- What qualifies as an approved item, when it can be published, and which channels can receive it.
- The official merchandise hierarchy used for planning, reporting, and accountability.
- Barcode, pack, and vendor setup that affects POS scanning and WMS receiving accuracy.

Core capabilities

- Merchandise hierarchy, item master, attributes, images, barcode rules, and pack rules.
- Store and channel master, retail calendar, and seasons for synchronized execution.
- Quality gates with completeness scoring, approval queues, and publish controls.



Assortment Intelligence and Range Planning

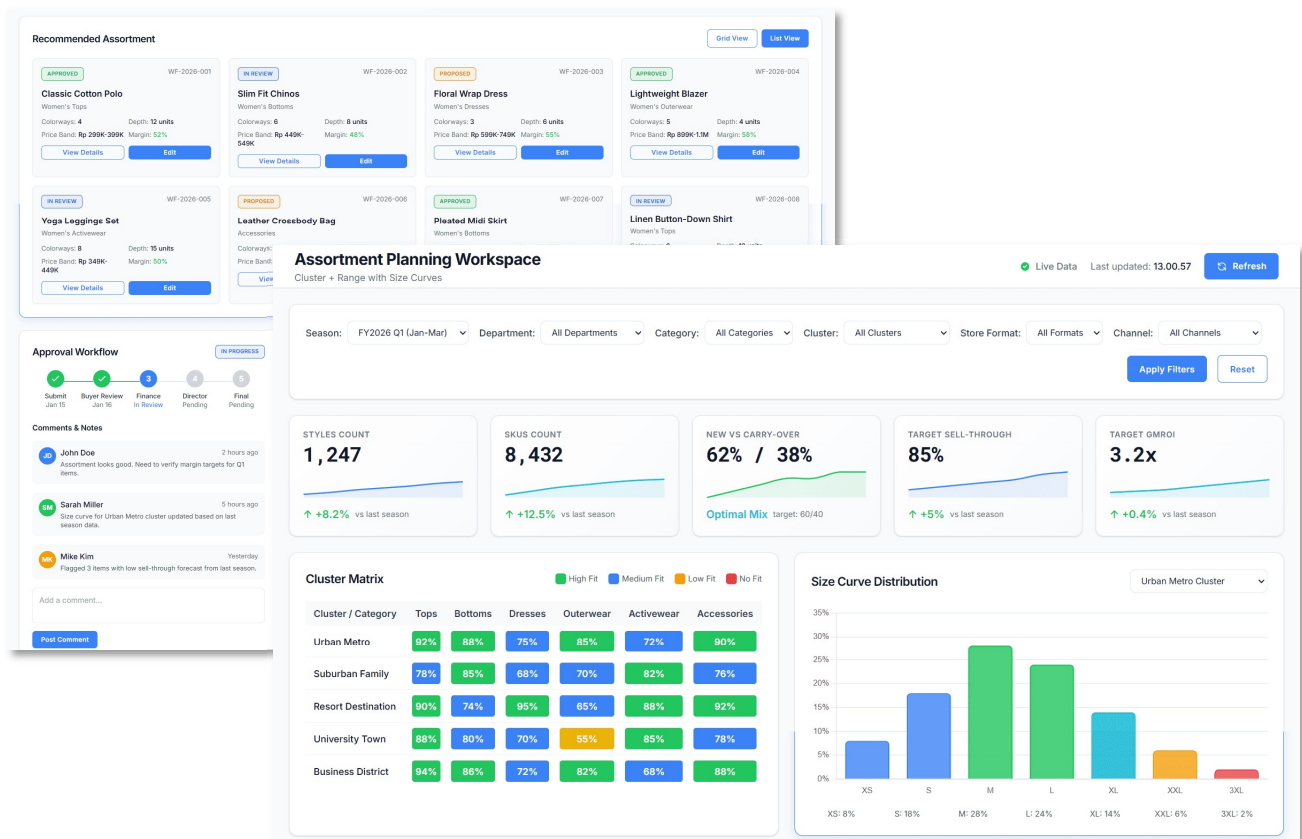
Align assortments to local demand, store profile, and size behavior. The system converts sales signals into cluster-based range plans and applies line review governance so buying decisions follow a consistent workflow.

What you govern:

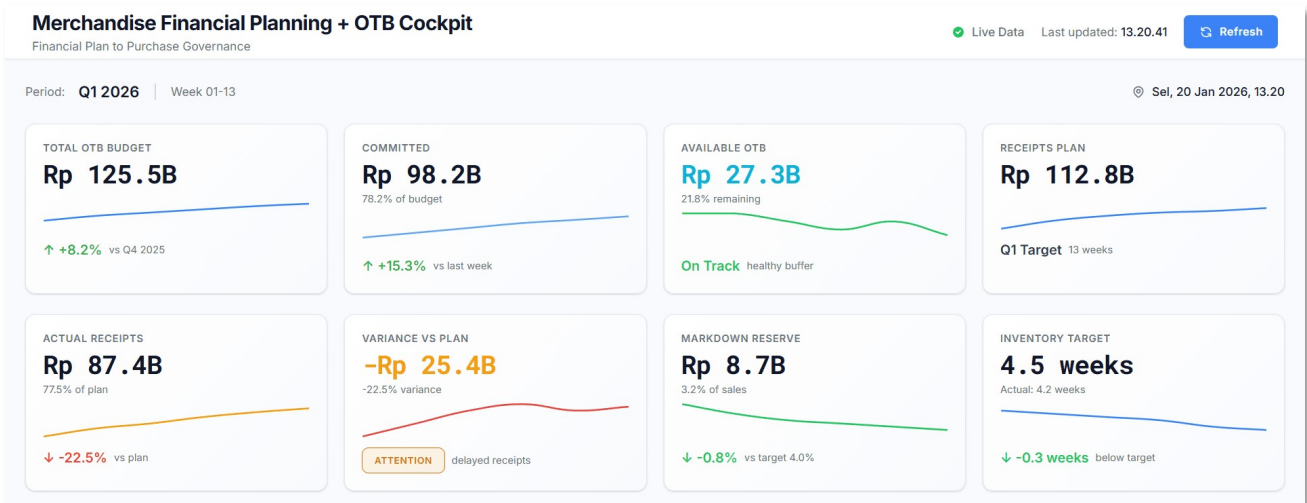
- Store clusters, similarity rules, and how clusters impact assortment and size curves.
- Category strategy and assortment rules for width, depth, carryover, and exits.
- Line review approvals so decisions are documented and auditable.

Core capabilities:

- Store clustering and performance analytics by region and store profile.
- Size curve builder by category, region, and cluster to reduce wrong-size buys.
- Assortment planning for range width and depth, distribution by cluster, curated packs, and committee approvals.



Merchandise Financial Planning and OTB Control



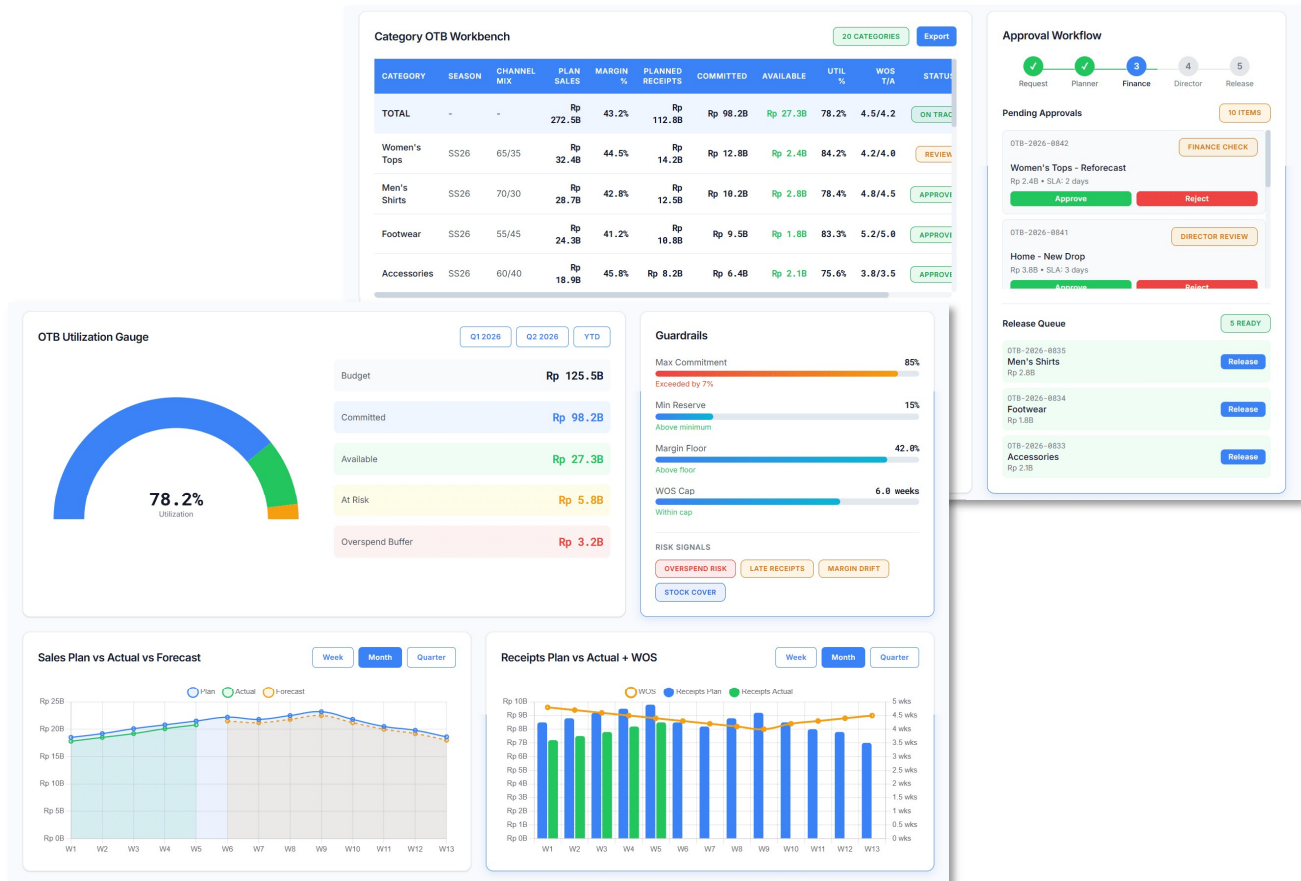
Convert strategic targets into purchasing authority with scenario planning and budget controls that protect cash and margin. The system supports a standard planning cycle with variance monitoring, reforecasting, and controlled budget release.

What you govern

- Sales, margin, inventory, and receipts targets, including the reforecast cadence.
- OTB structure, time buckets, allocations, commitments, and budget release approvals.
- Commitments versus receipts monitoring to detect risk before inventory ages.

Core capabilities

- MFP targets, scenarios, and variance tracking.
- OTB budgeting by time bucket with allocation logic and approval workflow.
- Commitment tracking linked to receipts and inventory exposure.



Pricing, Promotions, and Markdown Optimization

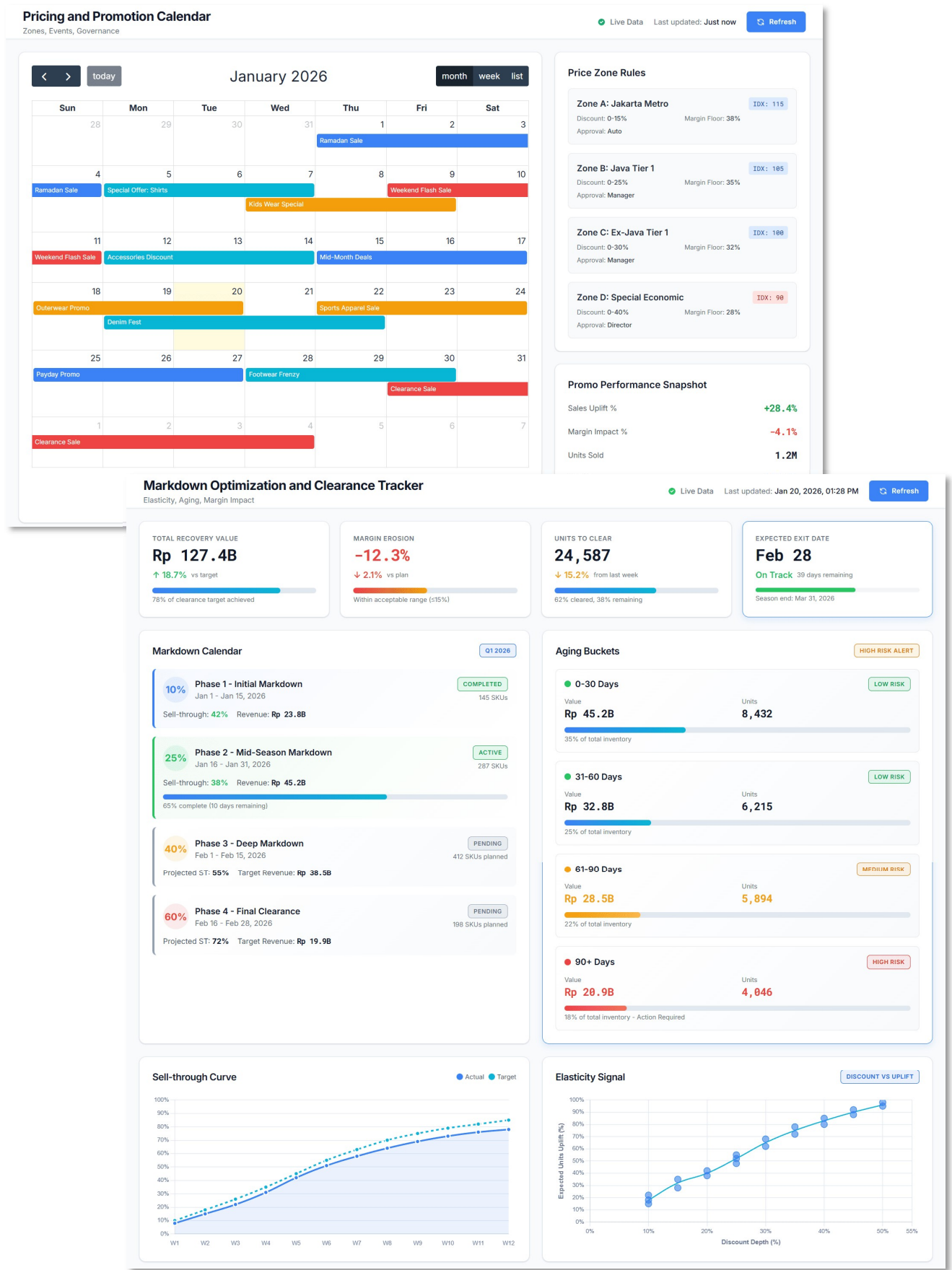
Manage pricing, promotions, and markdowns with rules, calendars, approvals, and performance tracking. The system replaces spreadsheet-based processes with a calendar-driven workflow and an auditable decision trail.

What you govern

- Price zones, base price rules, event calendars, and approval thresholds.
- Markdown cadence, phase gates, and brand guardrails to control margin impact.
- Full audit trail for pricing decisions, including approver and reason.

Core capabilities

- Pricing and promotion calendar with approvals and performance snapshots.
- Markdown recommendations using sell-through curves, aging buckets, and margin impact.
- Price decisions connected to vendor cost and terms for clear profitability analysis.



Space, Allocation, and Replenishment Execution

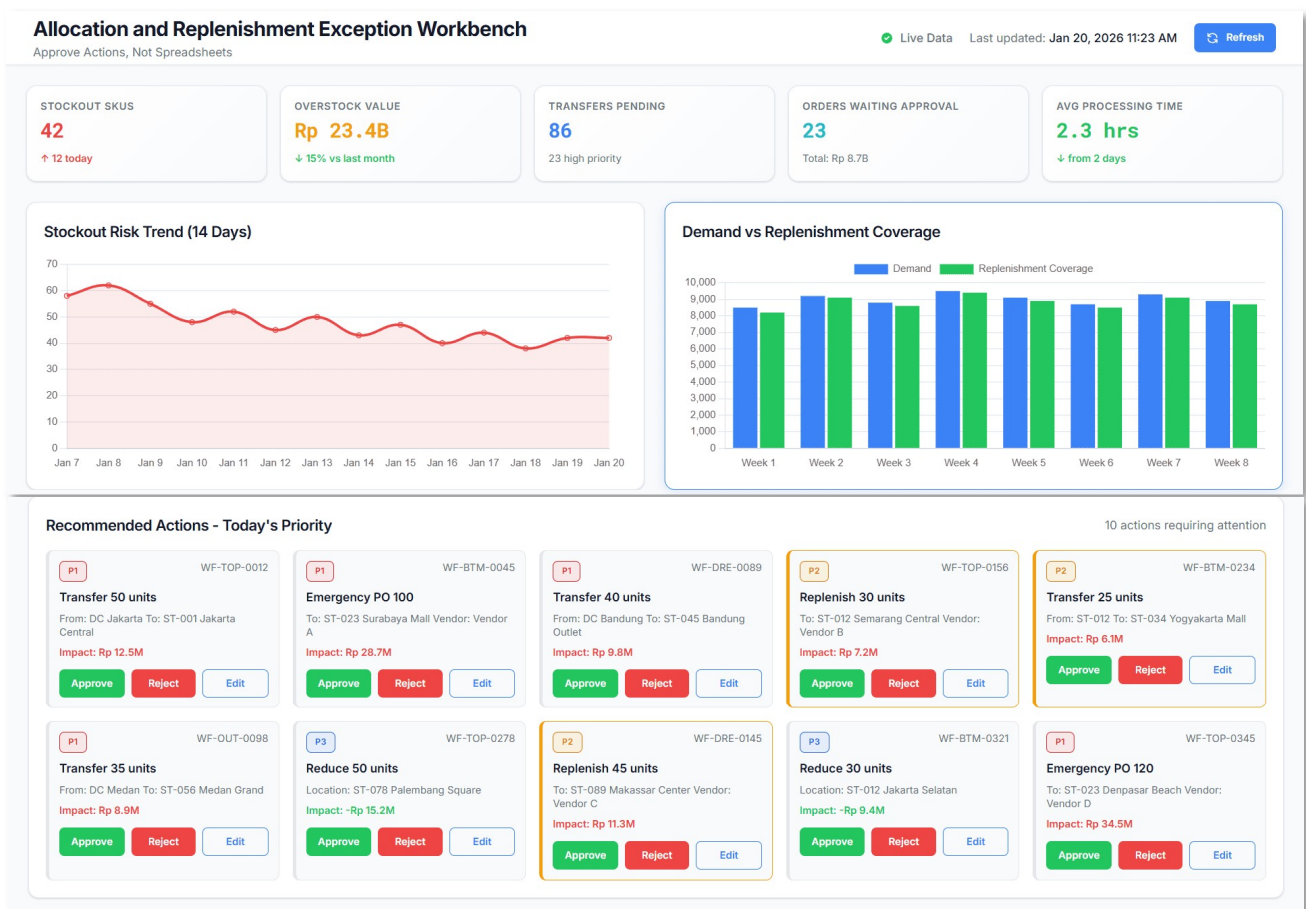
Connect space planning, assortment, allocation, and replenishment into one execution workflow with measurable compliance. Planograms reflect cluster needs, allocation respects size curves and space limits, and replenishment runs on prioritized exceptions.

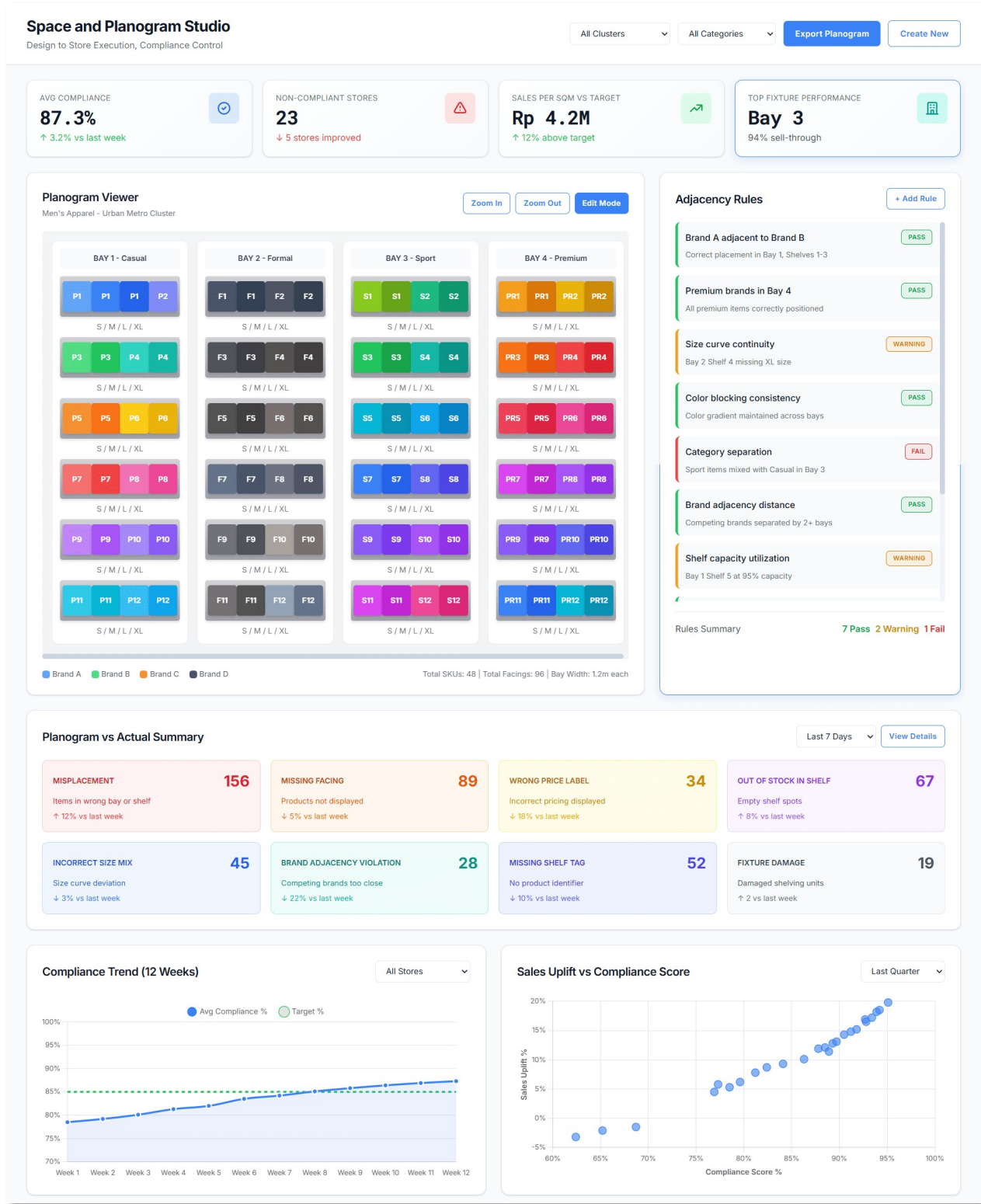
What you govern

- Store layout, fixture capacity, planogram versions, and compliance rules.
- Allocation logic and replenishment parameters such as min-max, target stock, transfers, and rebalancing.
- Exception queues with owners, SLAs, and approval steps.

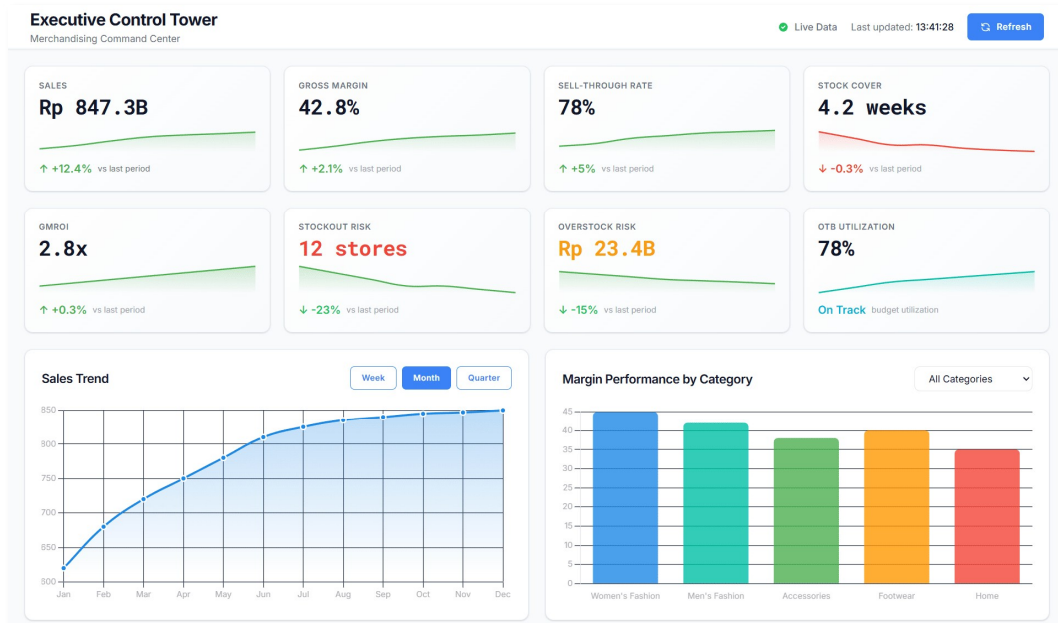
Core capabilities

- Planogram designer by cluster and store type with adjacency rules and space analytics.
- Compliance tracking and store communication packs for rollout.
- Allocation and replenishment exception workbench with recommended actions and approvals.





Omni Inventory and Real-Time Control Tower



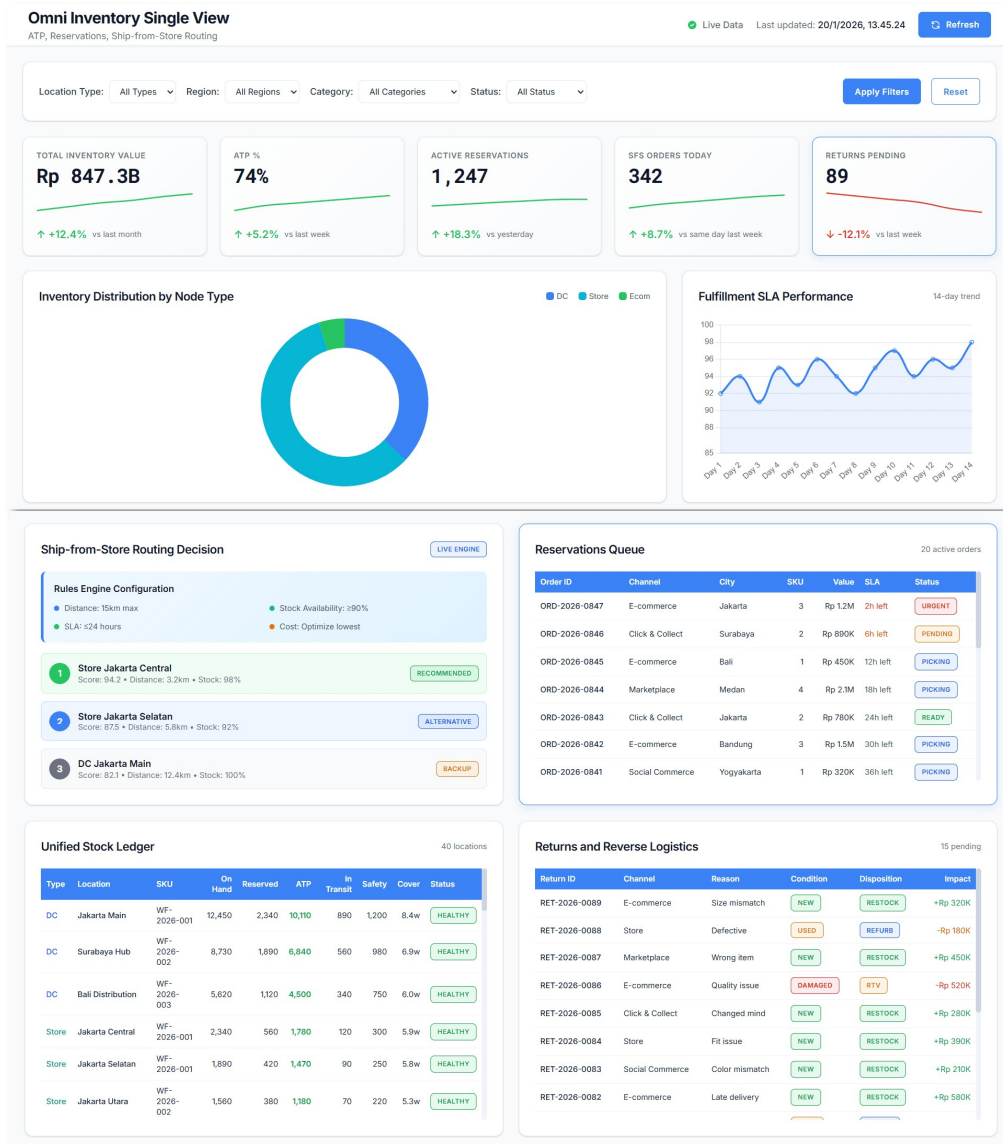
Maintain one inventory view across DC, stores, and e-commerce, then drive daily actions using real-time telemetry and prioritized exceptions. The system covers ATP policy, reservations, ship-from-store routing, returns, and alerts in one operational workflow.

What you govern

- Unified inventory ledger, ATP policy, reservation behavior, routing rules, and reverse logistics.
- KPI health and exception prioritization based on business impact such as margin risk, stockout risk, and aging risk.
- Integrations and access governance with role-based controls and audit trails.

Core capabilities

- Unified stock ledger with ATP and reservations across channels.
- Ship-from-store routing, returns workflow, inventory accuracy, and cycle count discipline.
- Executive control tower with real-time KPIs and exception-led action queues.

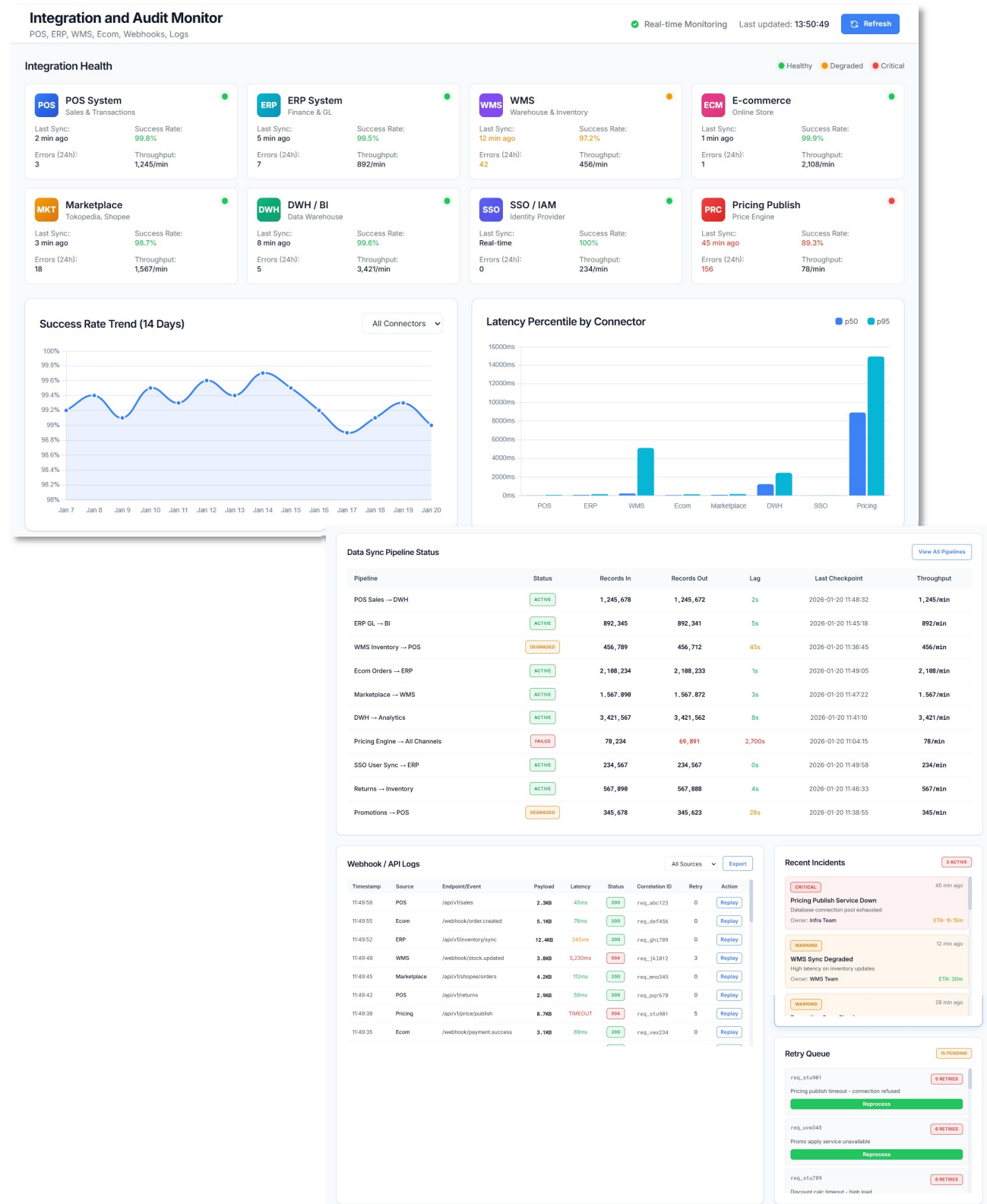


Built to integrate

- **POS:** sales, returns, price publishing.
- **ERP:** cost, purchase orders, invoices, GL posting.
- **WMS:** receiving, picking, transfers.
- **E-commerce and marketplaces:** catalog, images, pricing, reservations, orders.
- **DWH and BI feeds:** analytics and forecasting datasets.
- **API and webhooks, audit logs, SSO and RBAC:** connectivity and security governance.

Designed for the merchandising organization

Merchandising Director, Category Manager, Merchandise Planner, Allocator, Pricing Manager, Space Planner, Omni Operations, Inventory Control, and Supply Chain teams.



Pilot setup in 2 to 4 weeks

Share your store network scale, SKU hierarchy, merchandising calendar, and current planning and replenishment rules. Rayterton configures a working environment that connects assortment, MFP and OTB, pricing and promotions, and store execution into governed action queues. The pilot includes role-based approvals, exception management, and an integration plan for POS, ERP, WMS, and e-commerce.

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About Rayterton

Established in 2003, Rayterton delivers comprehensive Best Fit Software Solutions, server and hardware products, and technology services to a wide range of industries and organizations. Our core expertise lies in Business Process Improvement (BPI), IT Infrastructure, and IT Management.

At Rayterton, we are committed to empowering our clients by enhancing their business operations through tailored IT and management solutions. We combine innovation, experience, and client collaboration to ensure long-term success and digital transformation.

Our Competitive Strengths

100% Risk Free**Best fit to
client
requirements****Easy to
customize****Software
ownership****No Change
Request (CR)
fees during
maintenance****For more information, visit rayterton.com**