

**Tailspin Toys**  
**Detailed Discount Reason Code Report (HQ)**  
Generated On 5/3/2009  
Version 1.0

Reason Code	Store Name	Units	Full Price Sales	Discounts	Actual Sales	COGS	Plan Profit	Actual Profit	Plan Margin	Actual Margin
[-] Overall		3.00	\$114.97	\$16.87	\$98.10	\$95.500	\$19.47	\$2.60	32.15%	2.11%
[-] 10% Off Coupon		1.00	\$94.99	\$8.99	\$86.00	\$84.000	\$10.99	\$2.00	11.56%	2.32%
[-] 10% Off Coupon	HQStore01	1.00	\$94.99	\$8.99	\$86.00	\$84.000	\$10.99	\$2.00	11.56%	2.32%
[-] Advanced Mailer		2.00	\$19.98	\$7.88	\$12.10	\$11.500	\$8.48	\$0.60	42.44%	2.01%
[-] Advanced Mailer	HQStore01	2.00	\$19.98	\$7.88	\$12.10	\$11.500	\$8.48	\$0.60	42.44%	2.01%

## Detailed Discount Reason Code Report

Retailers can often improve margins by implementing Reason Codes to monitor Point of Sales Discounts. Our Detailed Discount Reason Code Reports, available for RMS Store Operations or RMS Headquarters, give you a detailed picture of what is occurring at POS. View what is being discounted, and what it is costing you. Filter by any period, and drilldown to the transaction.