



Tailspin Toys
Detailed Discount Reason Code Report (Store)
Generated On 5/1/2009
Version 1.0

Reason Code	Units	Full Price Sales	Discounts	Actual Sales	COGS	Plan Profit	Actual Profit	Plan Margin	Actual Margin
<input type="checkbox"/> Overall	3.00	\$114.97	\$16.87	\$98.10	\$95.500	\$19.47	\$2.60	32.15%	2.11%
<input checked="" type="checkbox"/> 10% Off Coupon	1.00	\$94.99	\$8.99	\$86.00	\$84.000	\$10.99	\$2.00	11.56%	2.32%
<input checked="" type="checkbox"/> Advanced Mailer	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.