Tactics for Dynamic Markets

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WHAT YOU'LL LEARN

- Triple-threat market environment
  - Competition
  - Supply
  - Customer expectations
- Tactics that address these challenges
  - Revenue & margin management
  - How to support you best customers
  - Efficiency with mobile solutions

Paladin Data Mission

To foster economic prosperity for every community
by enabling local business

Competitive Challenges

Tech Companies	Big Box	Big Box

Independent Retailers
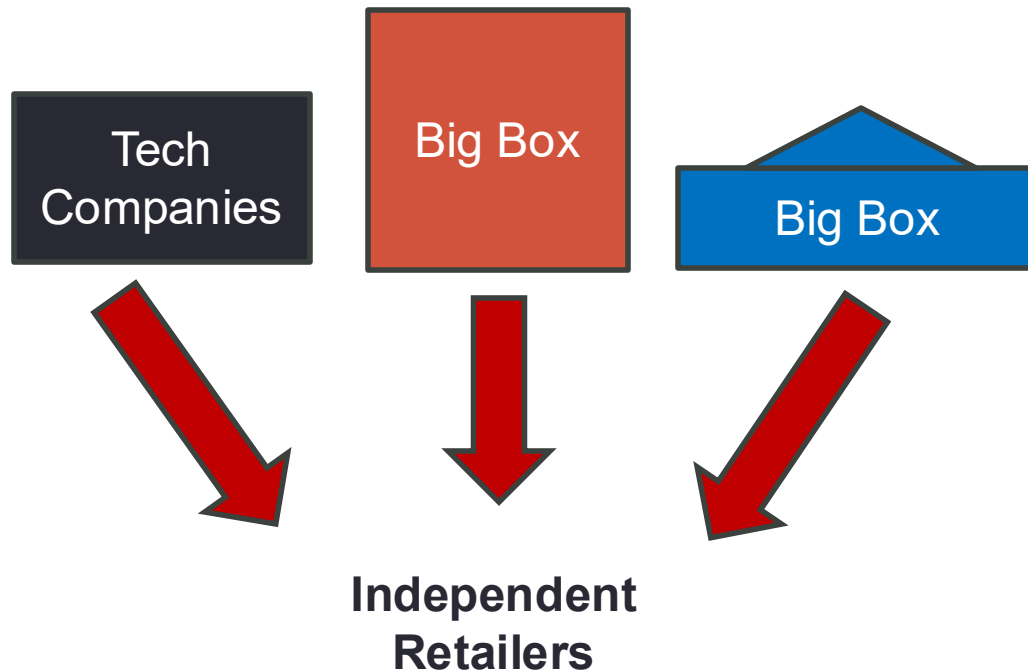
Competition unlike anything seen before

- **Tech companies** and **Big-boxes** provide:
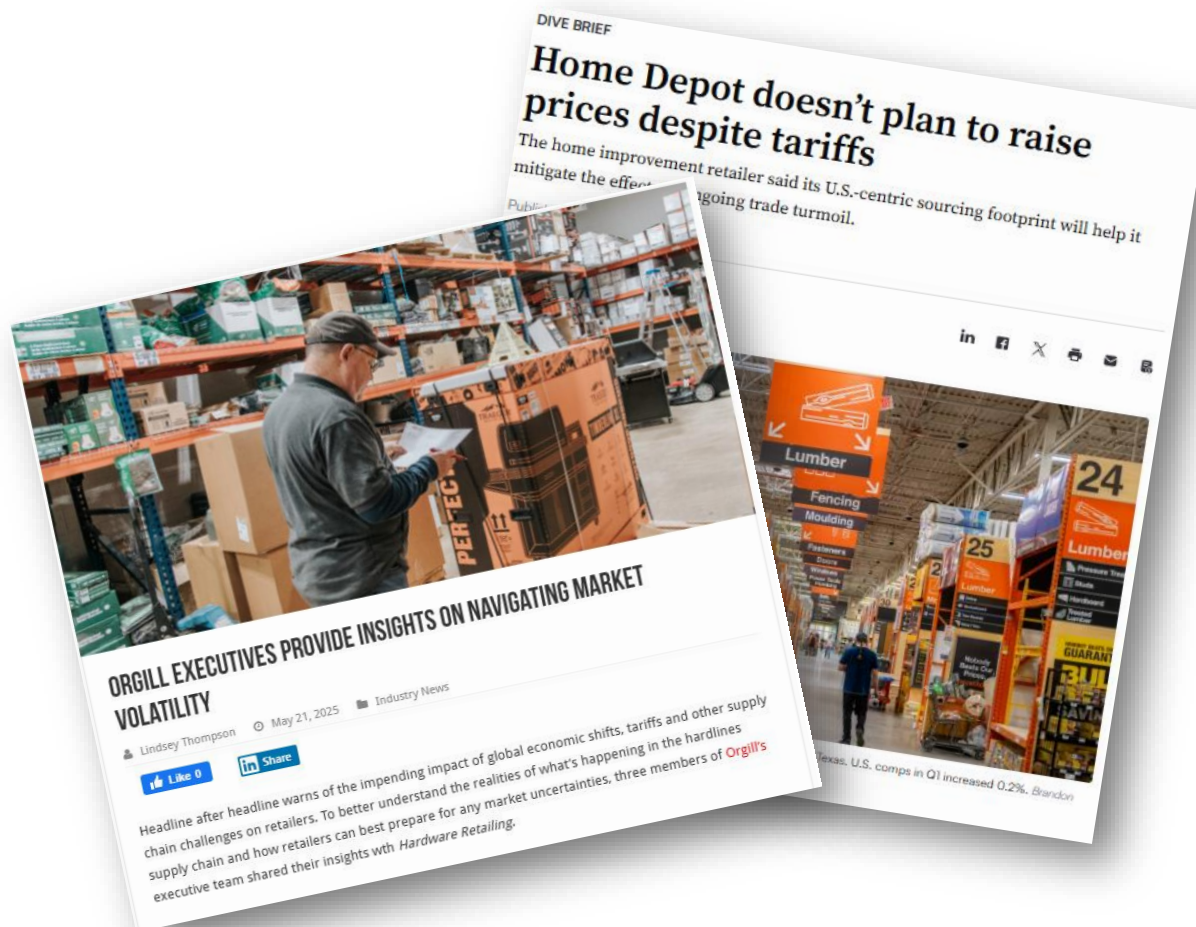 - Easy online access
  - Discount pricing
  - Free delivery

Consequences

- Foot traffic is down in brick-and-mortar retail stores.
- Sales volume is down
- Customer count is down

Supply Challenges

Dynamic Supply Conditions

- Pricing
- Product availability
- Margins

DIVE BRIEF

Home Depot doesn't plan to raise prices despite tariffs

The home improvement retailer said its U.S.-centric sourcing footprint will help it mitigate the effec... ngoing trade turmoil.

ORGILL EXECUTIVES PROVIDE INSIGHTS ON NAVIGATING MARKET VOLATILITY

Lindsey Thompson   May 21, 2025   Industry News

Headline after headline warns of the impending impact of global economic shifts, tariffs and other supply chain challenges on retailers. To better understand the realities of what's happening in the hardlines supply chain and how retailers can best prepare for any market uncertainties, three members of Orgill's executive team shared their insights with *Hardware Retailing*.

Customer Challenges

- Online shopping has changed customer expectations and behaviors
- Customers expect
  - Access
    - 24/7 shopping
    - Ability to manage their accounts and pay online
  - Accuracy: Quantity and price
 - Basics: buy online, pick up in-store

- **Situation**: Inventory mismanagement can reduce a store's revenue by roughly 5%
  - Out-of-stocks
  - Promotion execution errors
  - Neglected price updates
- **Tactic:** Protect your revenue & margin
  - Order the "right" inventory: Suggested Order
  - Eliminate "non-performing" inventory: Write it off, utilize shelf space for better items, fewer price updates: PaladinNsight
  - Update prices: EDI integrations with your supplier give you the price updates you need immediately.

PaladinShop™

- **Situation:** Consumers are Digital
  - 55% of customers shop primarily online
  - 63% of shopping journeys start on Amazon
- **Tactic:** Support your best customers
  - Provide 24/7 access to buy items in your store
  - Make it easy repurchase frequently needed items
  - Enable online payments for monthly statements
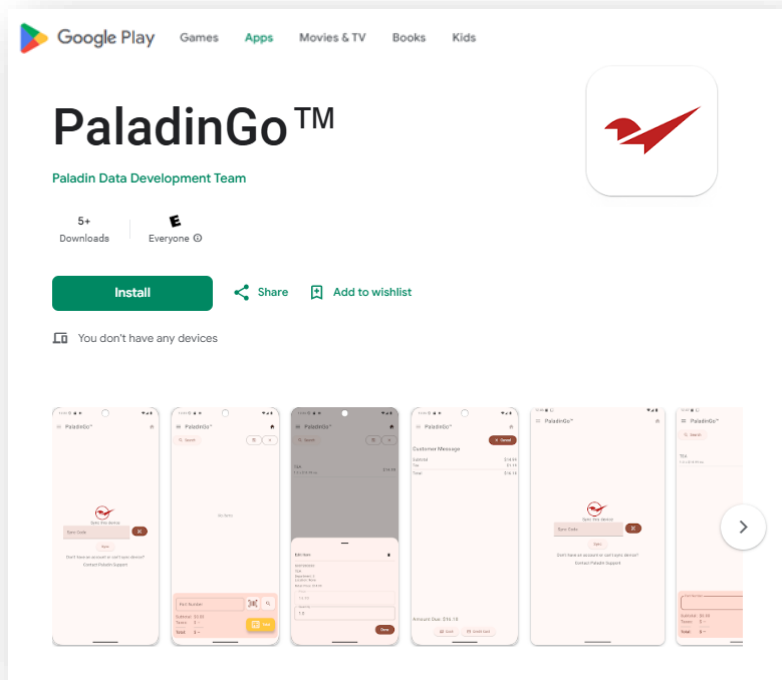
- **Situation:** Mobile is a necessity
  - Access store information in aisle, in yard and beyond
  - Conduct sales anywhere
- **Tactic:** Efficiency using mobile solutions
  - Access needed information at the shelf: stock on hand, price and more
  - Enable transactions in the aisle, yard and beyond
  - Make informed purchased decisions while at supplier shows

Learn More

To learn more, see the following resources in our Help Portal

- Suggested Order Report

- PaladinNsight™

- PaladinShop™

- Remote Stock Check

- VusionGroup – electronic shelf labels

A recording of this webinar will be available at portal.paladinpos.com/webinars.

Next Webinar:
PaladinGo™
July 8, 2025
9am PT
https://portal.paladinpos.com/webinars/

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