

Merchandising

Sales Floor Rules (Do's and Don'ts)


1. Always wear your name tag and ensure appropriate [dress code guidelines](#) are met.
2. Remain attentive to your work section and refrain from talking excessively with fellow coworkers.
3. Absolutely no usage of cell phones is to be permitted on the sales floor, the same rules apply to headphones **(Music is allowed but ONLY while working in the back/receiving area, NEVER ON THE SALES FLOOR!)**
4. Upon beginning your shift, report to the merchandising manager, and check your assigned section.
5. **Always be prepared to assist any customers with whatever needs or questions that they may have at any given moment.**

Consolidations

Why do we consolidate?

-The reason we consolidate is because, often if there are big orders/shipments that are received, there needs to be adequate space so that everything can fit onto the shelves. Consolidation also decreases the overall amount of boxes, making it easier to find certain products should someone need them at any given time.

1. Begin consolidation procedures by checking the consolidation sheet on the bulletin board and seeing what products/sections are in need of reorganizing.
2. Once a product is chosen, begin by opening up the boxes and moving products from nearly empty boxes into those that have available space.
3. Ensure any boxes that are behind another contain the same product as those that are in front.
4. Check the sales floor to make sure that the product is filled, if not refill it with whatever sizes are missing if available.
5. If there are no more boxes of a given product in backstock, remember to clear the location on FileMaker

Vendor	GANZ U.S.A., LLC	Dept	90	WEB ITEM	
Description	GANZ SHIMMER CREATURES - MINI DRAGONS (24 PC PACK)				
Color	MULTI				
Catalog Number	H3D0016	Not On Floor	<input type="text"/>		

Column	Row	SEE HISTORY TAB	Season	Item Status
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Clearance: <input type="text" value="No"/> Discontinue: <input type="text" value="No"/> Retail Match: <input type="text" value="\$3.99"/> On Order: <input type="text" value="No"/> Location UnFilled: <input type="text" value="Yes"/> Item Created: <input type="text" value="1/21/2026"/>

Sizes	Web Info	Note(s)	Art Image	Histo	Stockroom Locations
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Print Location Label	Print Image Label	QUARTERS																
Size	Catalog Number	SKU	SCH	UN POSTD	On Order	Prop Order	1st	2nd	3rd	4th	This Month	Total	Last Recv	Last Sale	Cost	Retail	Disc	Dept
None	H3D0016	12920730	24	0	0	0	0	0	0	0	0		1/20/2026	1/1/1970	\$1.50	\$3.99	N	90

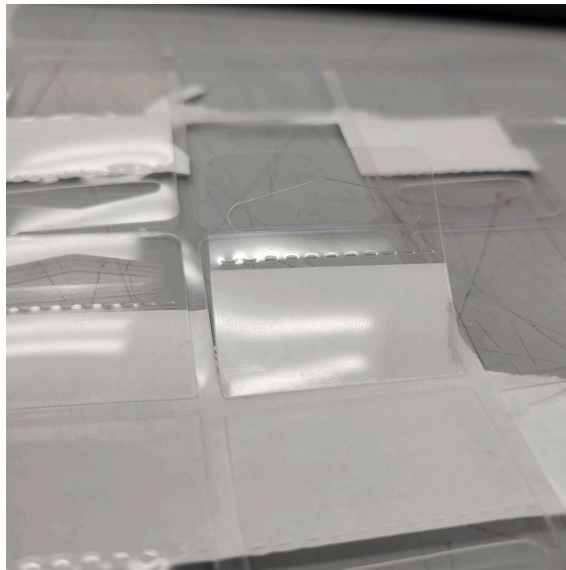
Clothing Rules (Do's and Don'ts)

1. Do not put on the clothing!!!
2. Ensure that each clothing item has a suitable amount of each size per section.
3. Don't overfill any clothing rack/sections.
4. Use appropriate size dividers for clothes hanging on racks.
5. For clothes that are not hanging from a rack, use the correct size stickers.

If you are unsure about anything, always ask questions, we prefer you being curious and trying to understand the process instead of trying to figure it out on your own. We are here for you!

Supplies/Health and Beauty Rules (Do's and Don'ts)

1. Do not open or use any of the supplies!!!
2. Make sure to check if the pegs have the correct XREF/SKU, as some supplies change them often.
3. For carded items, if the hangtag is broken, use the hangtag repair kits to repair.

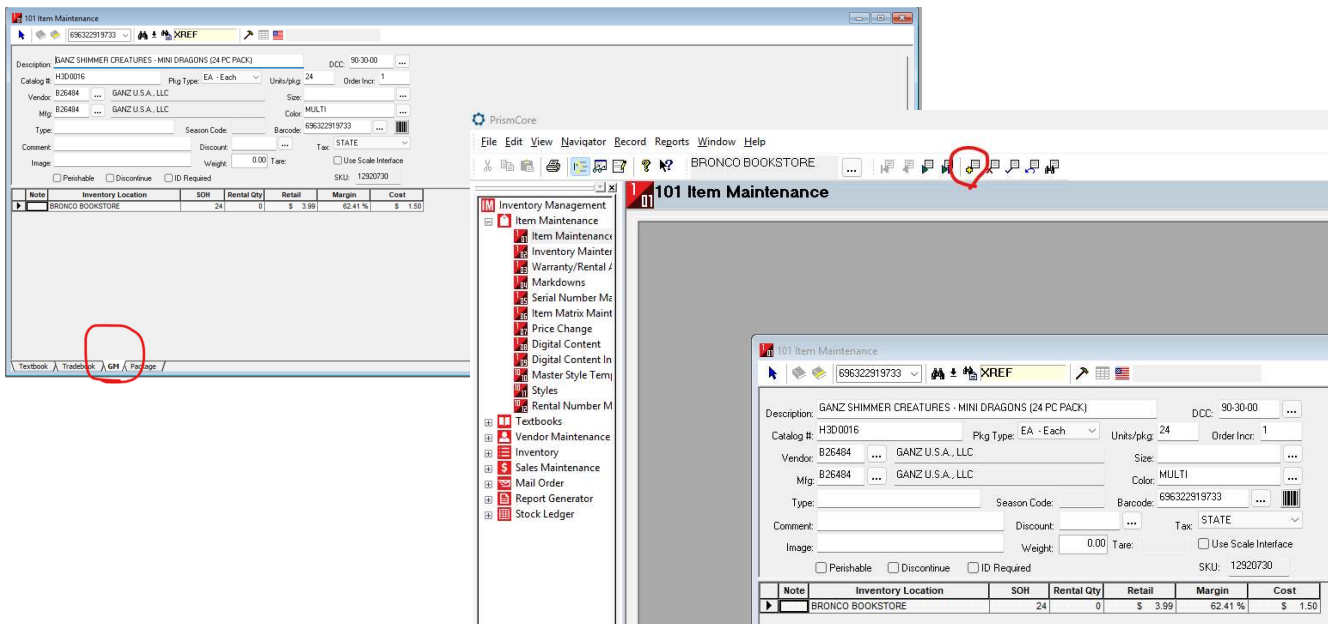


4. Make sure to group items by brand on the sales floor.
5. If the sales floor is full of a certain item, rubber band the remaining ones together and out in backstock.

How to Make a SKU in 101

If an item doesn't exist in the system, you will need to make/ add it to our system using 101 (Item Maintenance).

To begin, open 101, and select the GM tab. Then, click on the plus icon at the top.



1. Afterwards, a popup will appear. Start by naming the item in the description field by either using a similar item, the packing list/invoice, or a description of the item as a reference. **Make sure to do this in ALL CAPS.**

Use Style
 Style: ...
 Description:
 Vendor: ...
 Mfg: ...
 DCC: ...
 Size: ...
 Color: ...
 Catalog #: Pkg Type: EA - Each
 Comment: Units/pkg: 1

- Now, click on the three dots next to the Vendor field. Another popup will appear, and here you will need to find the vendor and select it. Do the same for the Mfg field, as they are both the same.

The 'Add Record' dialog box contains the following fields and controls:

- Use Style
- Style: [text field] ...
- Description: [text field]
- Vendor: [text field] ... (highlighted with a red circle)
- Mfg: [text field] ...
- DCC: [yellow highlighted text field] ...
- Size: [text field] ...
- Color: [text field] ...
- Catalog #: [text field] Pkg Type: EA - Each
- Comment: [text field] Units/pkg: 1
- Buttons: OK, Cancel



The 'Find Vendor' dialog box shows a search for 'ama'. The results table is as follows:

Name	Code	Alias
AMAC PLASTIC PRODUCTS	B11284	AMAC
AMACOM	B00342	AMACOM
AMANDA BLU & CO., LLC	AMA002	
AMAX ENGINEERING CORP	B37434	AMAX
AMAZON.COM/PREPAID	T000068**P	AMAZON
AMAZON/Invoiced Net 30	B38331	
AMCAM INTERNATIONAL INC	B24402	AMCAM
AMCHT PUBLICATIONS	B36970	AMCHT
AMER APPAREL MANUFA ASSN	B37150	AAMA
AMER ASSN FOR UNIFORMS	B37205	AAMU

Buttons: OK, Cancel

- For the DCC, another popup will appear, and here you will need to classify the item based on the descriptions provided. For example, if it is a candy item, you would go to 20 - FOOD/BEV, then 20 - NONTX FOOD/BEV, and then 30 - CANDY/GUM/MINTS. Select this and then click OK. Also, add the Catalog number in the Catalog # field, if applicable. You will usually find this on the packing list/invoice if you don't have an invoice you can try using the website of the vendor if this is the case talk to a lead or manager.
- If the item is a clothing item, click on the three dots next to the Size field and select the corresponding size. Do the same for the Color field if the item comes in different colors, even if it is not a clothing item. **Though clothing items are already created because of item matrices if we do need someone to create a new one please talk to Pattelynn or Keith.**
- If the item came in a display or container of many, set the Units/pkg field to however many items are in each package. After all this is finished, click OK in the bottom right.
- Now, one more popup will appear, and here we will set the prices for the product. In the Cost field, we will put the price that we paid for the item, which will be

found on the invoice/packing list. If the item came in a pack of multiple, divide the total cost by however many it came with, and put that price in the field.

- Now, for the Retail field, we will mark up the price to as close to a 50% margin as possible. **However, the price MUST end in either .49 or .99.** After the price is set, select the field that says BRONCO BOOKSTORE, and then click Update in the bottom right.

The screenshot shows the 'Copy/Add Inventory Records' dialog box with the following details:

- Desc:** DUMMY
- SKU:** 12943609
- Size:** None
- Color:** (empty)
- Type:** (empty)
- DCC:** 20-20-30
- Currency:** US Flag
- Cost:** \$ 1.90
- Margin:** 52.38 %
- Retail:** \$ 3.99
- Tag Type:** Shelf Tag
- Discount:** (empty)
- Inv Status:** Active
- Royalty:** 00.00 %
- Min Royalty:** \$ 0.00
- Minimum Stock:** 0
- Maximum Stock:** 0
- Auto Order:** 0
- Min Order:** 0
- Rent Only
- No Returns

Fields:

- Cost
- Retail
- Tag type
- Discount type
- Minimum stock
- Maximum stock
- Auto Order qty
- Min Order qty
- Inventory status
- Royalty percent
- Royalty minimum
- RentOnly

Inventory Table:

Location	Status
BRONCO BOOKSTORE	New

Buttons: Update, Close, Set Values to Selected Location(s)

8. Finally, the popup will close. Now, simply select the Barcode field and either scan or type in the XREF of the product you are adding. Afterwards, click on the Save Record icon on the top of the screen (checkmark icon), and the item is officially done being added.

Note	Inventory Location	SOH	Rental Qty	Retail	Margin	Cost
	BRONCO BOOKSTORE	0	0	\$ 3.99	52.38 %	\$ 1.90

Below in the red circle is the checkmark

What is an XREF?

An XREF is essentially a barcode, not to be confused with a SKU. (A SKU is an identification number for a product). Whereas a SKU is a stock keeping unit, XREFs are simply cross reference codes used to quickly identify items based on manufacturer provided barcodes. They're what is scanned at a register to purchase an item. When a barcode is scanned, the system automatically recognizes the product. Each barcode has a distinct pattern of lines with numbers corresponding. You can scan a barcode to pull up the XREF without having to type in all the numbers.



Example of a barcode with an XREF underneath.

Adding in XREFS to already existing products - Occasionally, new clothing items being received will already have been added onto the system, albeit with only the SKU, in cases like these, once clothing items are checked in and counted, the barcodes on their existing tags will need to be added.

101 Item Maintenance

SKU: 12733651

Description: CPP ZIP BRONCOS ON HOOD / CPP FRONT DARK GREEN DCC: 70-10-60

Catalog #: 2971/BRONCOS Pkg Type: EA - Each Units/pkg: 1 Order Incr: 1

Vendor: B05127 WIDEWORLD SPORTSWEAR Size: ..S

Mfg: B05127 WIDEWORLD SPORTSWEAR Color: DK GREEN

Type: Season Code: Barcode: [redacted] [barcode icon]

Comment: Discount: Tax: STATE

Image: Weight: 0.00 Tare: Use Scale Interface

Perishable Discontinue ID Required SKU: 12733651

Note	Inventory Location	SOH	Rental Qty	Retail	Margin	Cost
	BRONCO BOOKSTORE	10	0	\$ 70.95	50.46 %	\$ 35.15

- Scan the SKU onto 101 using the receiving document, afterwards scan the products XREF (Refer to product tag), and add it onto the barcode section, remember to save after.



- This is an example of the barcode you will add onto Prism (101). For clothing items, make sure that the correct barcodes are added for each size.
- WARNING! If a barcode is attached to an already existing SKU, checking for any duplicate items on WinPrism is necessary to see if they exist due to a vendor error or that a duplicate had already existed being made accidentally.

When in doubt ask questions

If you are ever unsure or confused about any aspect of **Merchandising**, please reach out to **Lori**, a **lead**, or another team member with more experience. Do **not** keep questions to yourself.

Asking questions is strongly encouraged and helps prevent mistakes, delays, and confusion. If something doesn't make sense, **always ask** we are here to support each other.