



15
WEEKS
OF TIPS

TO HELP YOU
SURVIVE
& **THRIVE**
THIS HOLIDAY SEASON



SECOND EDITION. 13 MORE WEEKS TO GO!

Holiday Inventory Management

Hey CONTACT.FIRSTNAME,

According to the [National Retail Federation's 2014 Holiday Survival Kit](#), the holiday season can bring in as much as 40% of a business's annual sales. Forty percent! Does that mean you should have 40 percent of your annual product on hand for sales? Most definitely.

When managing inventory during the holidays, it can be challenging to ensure you have enough of your top products to satisfy higher demands, but not so much of it that you can't sell it all and end up with excess. Here are some curated tips and content to help you out with inventory management this season:

Take a Moment to Think About Your Inventory Needs

Analyze your historical data:

- How much product did you order in the last couple of years?

- Did you run out of product or did you have a surplus?
- What is the trend for your product this year? Has it been selling more or less compared to previous years prior to the holiday?

Decide if – in a worst-case scenario – it would be easier to have too much or too little inventory.

Consider the following questions to help you:

- How early will you need to order product for the holiday season?
- How will you manage your cash flow between investing in your products and selling them?

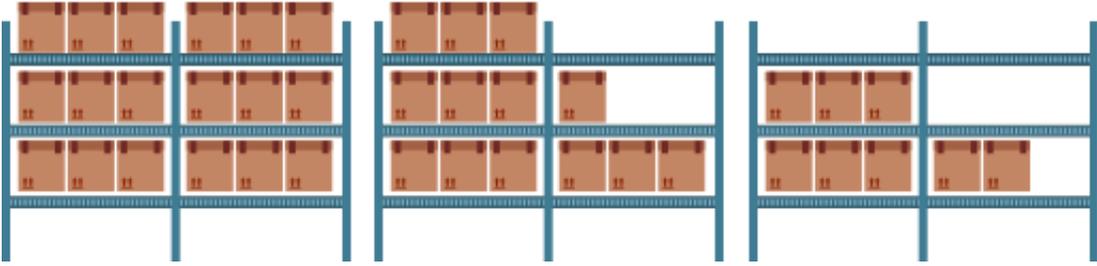
If you were to run out of a product:

- Could you make additional product available through online orders?
- What is the cut-off date to order more and have it in time for holiday shoppers?

If you were to have excess products after the holidays:

- Could you return the product to the vendor?
- How deeply can you discount surplus product and still make a profit?
- Will the product expire if you can't sell it?

Keep tabs on how quickly your products are moving. If sales are sluggish on some products, look at where and how you have them displayed - in your store or online - so those products can move faster. Offering additional discounts and promotions beyond your main holiday promotions can help boost interest, and you can advertise slower-moving products online through eBay or Amazon to sell more.



Consider an Inventory App or Software Solution

You can use a software as a service, or SaaS, with inventory management features to keep track of things. With SaaS, [your inventory data is stored away from you “in the cloud.”](#) You can use any device with an Internet connection to sign into your account and see where things stand, plus [prevent employee theft](#). This allows you to check, manage and fulfill your inventory on the go - a critical feature during the nonstop busy holiday season. Here are some of our recommendations:

- [Stitch Labs](#) is an award-winning inventory management tool.
- [Shotput](#) integrates with inventory and eCommerce solutions and can help you with order fulfillment.
- [Teikametrics](#) is an app that helps Amazon sellers beat out competition during the holiday season.

BONUS TIP

Check out [8 more important tips on holiday season inventory management](#) and [how to use a small business loan for inventory](#) – and get started now planning your holiday inventory, if you haven’t already!



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