

GETTING READY FOR

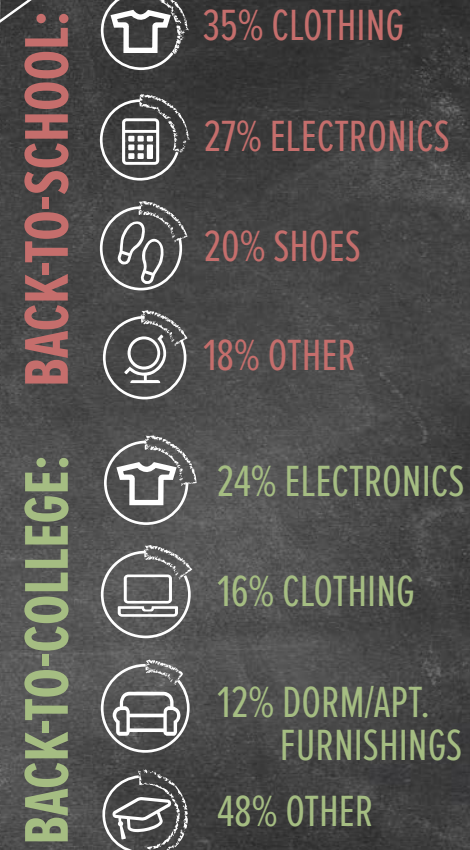
Back to School

SHOPPERS

As summer vacation comes to an end, Back-to-school and college shopping season is off to a start. According to NRF's annual survey on **back-to-school spending, this year is expecting to reach \$82.8 billion**. 77% of back-to-school shoppers plan to start early, so they are well aware of their needs before entering the stores. Is your store ready to welcome these shoppers with accurate and reliable inventory?



What Shoppers Plan to Spend on:



GETTING YOUR STORE READY

1. QUALITY

- 61% of shoppers rank the quality of merchandise as one of the top factors in deciding where to shop.
- Be sure products are properly displayed and in good condition
- Pay attention to trouble areas that frequently cause damages or thefts
- Have an optimized inventory management program for better product insights

2. EFFICIENCY

- Provide extra staffing support if needed
- Maintain store cleanliness, product organization, and a positive attitude
- Prevent customer and staff injuries caused by cluttered aisles

3. COMMUNICATION

- Use reliable inventory data across your omnichannel platforms
- Be sure popular items are in-stock with accurate counts
- Keep up with customer demands and feedback

NEED HELP GETTING YOUR STORE READY FOR THE BACK-TO-SCHOOL DEMAND?

Find out more on what we can do to help you provide a great back-to-school shopping experience at [rgis.com/retail](https://www.rgis.com/retail)

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