Retail Pro® for
Franchises

Inherent to franchise operations is a delicate balance between franchisor and franchisee obligations. Retail Pro International understands this duality and our platform is designed for use at both the individual store and corporate levels to enhance customer experience with maximum flexibility.

An Investment into Growth

Retail Pro® is scalable and grows with you as you grow, so it's never too big or too small for your retail operations. We anticipate future retail directions and continuously improve Retail Pro so it is always completely relevant to your evolving needs.
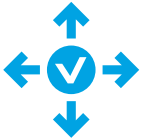
Fully Functional for Your Business

Whatever the business model, whether it's a brick-and-mortar store, online-only, kiosk, pop-up store, shop-in-shop, or corporate chain, Retail Pro® gives you freedom to do business your own way, without sacrificing functionality.

Go Mobile – Or Don't

Retail Pro® is accessible across every device, including iOS, Windows, and Android, so you can choose the hardware that makes sense for your business. You can use a combination of desktop, laptop, or tablets for the counter or even engage customers on the sales floor with mobile devices.

What you can do with Retail Pro®

Designed as a complete solution, Retail Pro® has it all - a feature rich front POS, Store Operations, and Back Office applications with additional in-depth Reporting and Analytics. With a user-friendly interface, powerful extensability, and proven reliability, Retail Pro® has impressed even the most demanding fashion brands.

Centralize Franchise Oversight

Retail Pro provides clear, real-time visibility into sales performance and detailed transactional data at all levels of business. Reporting is made simple for franchisees and franchisors get all of the actionable data they need to manage their franchise operations.

Future-Proof Your Franchise

Retail Pro is designed to grow and evolve with your franchise as stores, channels, locations, and technologies expand, so it is always the exact fit for your operations.

Localize Your Customizations

With the Retail Pro platform, franchisees have flexibility to respond to their customers' unique preferences and tailor workflows to their particular business operations.

Empower Employees to Greater Productivity

Train new employees from the simple, intuitive interface of the POS within minutes, and with unlimited employee security levels you can track logins, discounts and more at any level or location within your organization.

Curate Relevant Customer Conversations

Retail Pro® organizes your detailed customer information so your employees can instantly access customers' purchase history, demographics, preferences and more from your mobile POS, register, or kiosk, without missing a beat.

Expand Internationally

Retail Pro is localized for any world language, currency, and taxation, and extensible with your choice of business application, so franchisors can grow their brand worldwide.

What Retail Pro® Can Do For You

A brief look at some of the many features in Retail Pro®

Simplified Franchise Management

- Support for both single brand and multiple-concept franchising models

- Gain broad visibility into franchisee sales performance as well as detailed transactional data for all levels of business -- for a single franchisee store, all stores for a franchisee, select stores spanning different franchisees, all stores across the entire franchise enterprise and everything in between

- Achieve greater accuracy and transparency into franchisee business activity and revenue numbers in order to verify and expedite royalty payments and fees

- Gather actionable information on customer activity, marketing/sales effectiveness and employee efficiency in order to monitor, improve and enhance the franchise business

- Provide franchisees with access to their own data (sales, merchandising, inventory information, employee productivity, pricing, promotions and more) while also ensuring that the data remains secure and inaccessible to others franchisees

- Automatic conversion to single currency occurs when viewing or reporting on franchisee information spanning different countries and currencies

- Increase sales and customer loyalty by issuing and tracking fully-integrated gift cards, gift certificates and store credit across the entire franchise enterprise

- Create purchase orders for specific stores, all stores for a franchisee or all stores across all franchisees to take advantage of volume discounts

- Quickly and easily manage inventory updates and changes across all franchisees

- Share customer information across all franchisees

Effective Customer Engagement

- Integrated customer loyalty program allows for tier rewards system based on customer spending, visits, profitability and other metrics. Customers can be rewarded with free merchandise or with discounts on current/future purchases

- For a filtered list of customers (or a customer segment), easily print labels for targeted mailings, export to excel for further manipulation or send to email marketing programs

Efficient Omnichannel Operations

- Quick and flexible item entry at point of sale using barcodes, general descriptions, manual inventory lookup or optional touch screen item buttons

- Issue and track fully-integrated gift cards, gift certificates and store credit across multiple store locations in real-time

- Centralized processing of merchandise returns and exchanges with built-in verification help to reduce fraudulent returns

- Fully integrated payment processing that is fast, safe, reliable and PCI compliant. Process credit cards, debit cards, gift cards, check validation and more

- Track layaways, special orders and backorders and take an unlimited number of deposits -- especially good when specialized equipment

Comprehensive Business Analytics

- Built-in graphical reports for monitoring sales activity by store, vendor, employee and even hour of day for key metrics such as total sales, average sales and margin

- Built in statistics and KPIs available for inventory items and customers, which can be viewed directly from with Retail Pro or through reports

- Item-level statistics including Sell Thru %, Stock to Sales Ratio, Turn, Days of Supply, Gross Margin Return on Investment (GMROI) help you better understand what's happening in your business and can make more profitable decisions

- Customer-level statistics including Total Visits, Average Sales Amount, Average Unit Items Sold, Average Margin $ help you better understand your customer's purchasing behavior and can be used to develop more targeted marketing campaigns and provide better customer service

Inventory Clarity

- Quickly view on-hand, sold, received, on-order and in-transit quantities for each item across all store locations

- Automatically create purchase orders based on current on-hand levels, existing commitments on layaways and special orders, minimum quantity levels and desired stocking levels

Want to see Retail Pro® in action?

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About Retail Pro International

Retail Pro International (RPI) is a global leader in retail management software that is recognized world-wide for rich functional-
ity, multi-national capabilities, and unparalleled flexibility. For over 25 years, RPI has innovated retail software solutions to help
retailers optimize business operations and have more time to focus on what really matters - cultivating customer engagement
and capitalizing on retail's trends. Retail Pro® is the chosen software platform for omni-channel strategy by serious retailers every-
where. To learn more, visit www.retailpro.com

Your Authorized Retail Pro®
Business Partner

Retail your way™