

# **Sales Promotion Definition with Alternate Price**

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## Introduction

This document describes the use of the option **Alternate Priced** in defining Item level offer for same items and its effect in billing. The current item level offer for same items allows offering either highest or lowest priced item as free.

This new option (Alternate priced) provides an alternate method of selecting the free items which is not based on highest and lowest price. But the scheme definition should be able to find the combination of billed and free items based on the selected sales promotion(s) i.e. Buy X and Get Y.

This is achieved by creating combination sets based on promo definition. Each combination set will have its own billed items and free items.

## Scope of Alternate Priced Offer Item

The following points have to be considered while creating **Item Level Offer** with **Alternate Priced** option:

- It is applicable on item level offers of same items  
**Note:** Alternate price feature is not supported in item level offer for different items, bundle offer, bill level offer and item level discount
- An item level offer with Alternate Priced option cannot be modified/edited but can be deactivated and activated
- Item level offer with Alternate priced option does not support multiple slabs in offer details

## Define Sales Promotion

The offer details in an item level offer can be defined based on quantity and rate conditions such as equal to, greater than, less than and rate range.

### Scheme 1

Item level offer where offer details are defined based on quantity.

For example, Buy 2 items and get 1 item free.

To create item level offer with quantity range

Go to **Menu > Catalogue > Sales Promotions > Define**

The Sales Promotion Catalogue is displayed.

1. Click **Add** to start creating a sales promotion scheme.
2. In the **Code** and **Desc** fields, enter the code and description of the scheme respectively.

**Note:** *Copy From* option can be used to copy details of the scheme such as type of scheme, validity and product brand combination from an existing scheme.

3. In the **Validity** section, select the start and end date of the scheme.

**Note:** Click **More** button to display the options for defining **priority**, **tax type**, **happy hours** and to select **week days** and **specific customers** to apply the scheme.

4. In the **Sales Promotion Type** section, click **Item Level Offers (Buy X Get Y Free)**.
5. From the expanded list, select **Same Item**.
6. In the **Buy Items** section, select or enter the product code in the **Product** field.
7. Similarly, select or enter **Brand** and **Style** codes.

**Note:**

*Multiple Product and Brand combinations can be selected successively in the grid.*

In the **Offer Details** section, do not select the **Item Rate** check box. The current scheme being defined is based on only quantity.

8. In the **Buy Group Details** column, enter the quantity of items to be billed and in the **Free Group Details**, enter the quantity of items offered free as per the scheme.
9. In the **Offer Item** section, select the option **Alternate priced**.

**Code/Description**  
Code: 001  
Desc: 001

**Validity**  
Start Date: 01/04/2014  
End Date: 30/04/2014

**Buy Items**

Product	Brand	Style
BTS	AS	
BTS	LP	
MTS	LP	
MTS	TT	

**Offer Details**  
Based on  Item Rate

Buy Group Details	Free Group Details
Item Quantity	Item Quantity
2.00	1.00

Offer Item  Lowest priced  Highest priced  **Alternate priced**

**Note:** When **Alternate Priced** is selected as the Offer Item, then only one slab can be defined.

10. Click **Save**.  
The scheme details will be saved and ready to be applied in billing starting from the validity date.

## Scheme 2

Item Level Offer for same items where offer details are defined based on **Rate greater than** condition  
For example, Buy 3 items with price of each item more than Rs.2000 and get 2 items free.

To define scheme details for the above scenario,

1. In the **Offer Details** section, select the **Item Rate** check box
2. In the drop down box select **Rate >** (rate equal to)

3. In the **Buy Group Details** column, enter the rate of the item in the **Rate>** column and quantity of items to be billed in the **Quantity** column
4. In the **Free Group Details**, enter the quantity of items offered free as per the scheme
5. In the **Offer Item** section, select the option **Alternate priced**

**Sales Promotion Catalogue - Item Level Offers (Buy X Get Y Free) - Same Item**

**Code/Description**  
 Code: 003  
 Desc: 003

**Validity**  
 Start Date: 01/04/2014  
 End Date: 30/04/2014

**Sales Promotion Types**  
 Item Level Discounts  
 Item Level Offers (Buy X Get Y Free)  
     **Same Item**  
     Different Item  
     Bundle Offer  
 Bill Level Discounts  
 Bill Level Offers

**Buy Items**  
 All Items

Product	Brand	Style
GK	CN	
GK	SS	

**Offer Details**  
 Based on:  Item Rate    Rate >

Buy Group Details		Free Group Details	
Item Rate & Quantity		Item Quantity	
Rate >	Quantity	Item Quantity	
2000.00	3.00	2.00	

Offer Item     Lowest priced     Highest priced     **Alternate priced**

F2 - Browse, F4 - Delete Row, F6 - Copy Previous Row    Save    Cancel

Add    View/Manage    Exit

6. Click **Save**  
 The scheme details will be saved and ready to be applied in billing starting from the validity date.

Similar to **Scheme 2** other rate conditions can be applied to create item level offers.

**Rate equal** - Buy 3 items each with worth Rs.2000 and get 2 items free.

Sales Promotion Catalogue - Item Level Offers (Buy X Get Y Free) - Same Item

**Code/Description**  
Code: 002  
Desc.: 002

**Validity**  
Start Date: 01/04/2014  
End Date: 15/04/2014

**Sales Promotion Types**  

- Item Level Discounts
- Item Level Offers (Buy X Get Y Free)
  - Same Item
  - Different Item
  - Bundle Offer
- Bill Level Discounts
- Bill Level Offers

**Buy Items**  

Product	Brand	Style
MCS	TT	
MB	AH	

**Offer Details**  
Based on:  Item Rate  
Rate =

Buy Group Details		Free Group Details	
Item Rate & Quantity	Item Rate	Quantity	Item Quantity
2000.00	3.00	2.00	

Offer Item:  Lowest priced  Highest priced  Alternate priced

F2 - Browse, F4 - Delete Row, F6 - Copy Previous Row

Save Cancel

Add View/Manage Exit

**Rate less than** - Buy 3 items with price of each item less than Rs.3000 and get 2 items free.

Sales Promotion Catalogue - Item Level Offers (Buy X Get Y Free) - Same Item

**Code/Description**  
Code: 004  
Desc.: 004

**Validity**  
Start Date: 01/05/2014  
End Date: 30/05/2014

**Sales Promotion Types**  

- Item Level Discounts
- Item Level Offers (Buy X Get Y Free)
  - Same Item
  - Different Item
  - Bundle Offer
- Bill Level Discounts
- Bill Level Offers

**Buy Items**  

Product	Brand	Style
MTS	LP	
MTS	TT	

**Offer Details**  
Based on:  Item Rate  
Rate <=

Buy Group Details		Free Group Details	
Item Rate & Quantity	Item Rate	Quantity	Item Quantity
3000.00	3.00	2.00	

Offer Item:  Lowest priced  Highest priced  Alternate priced

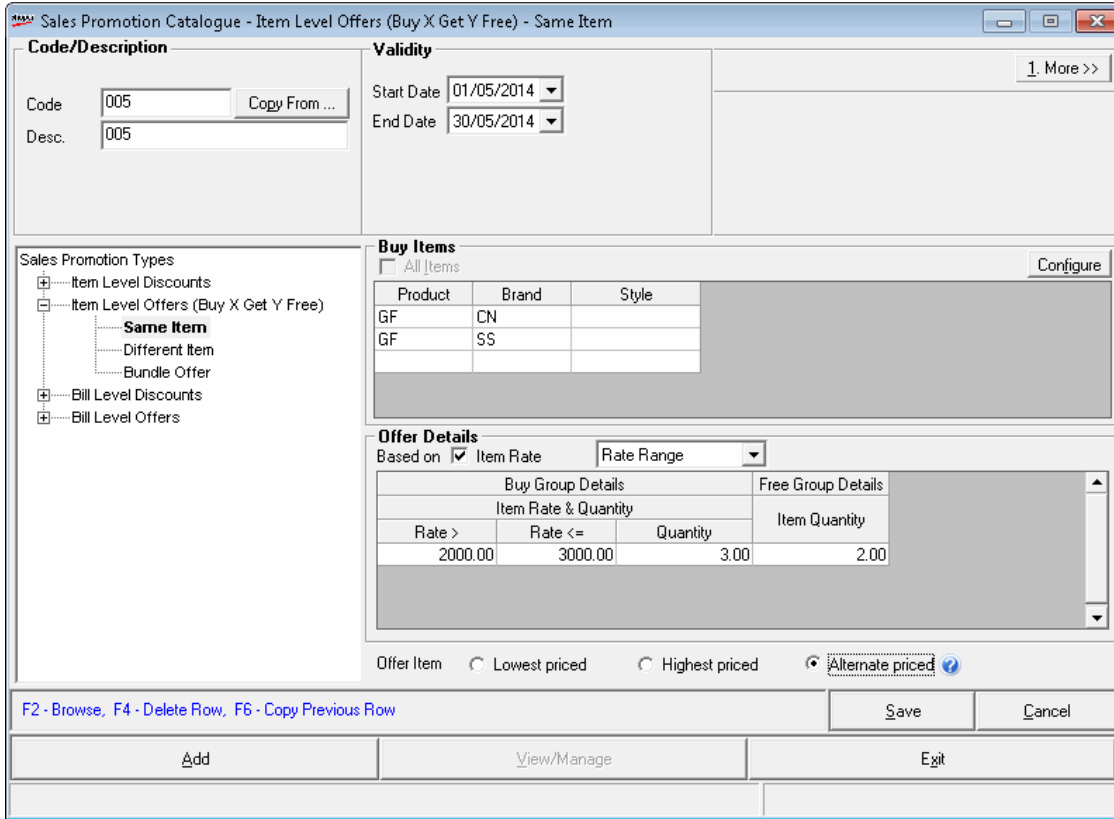
F2 - Browse, F4 - Delete Row, F6 - Copy Previous Row

Save Cancel

Add View/Manage Exit



**Rate Range** - Buy 3 items with price of each item is greater than Rs. 2000 but less than Rs. 3000 and get 2 items free.



**Sales Promotion Catalogue - Item Level Offers (Buy X Get Y Free) - Same Item**

**Code/Description**  
Code: 005 Copy From ...  
Desc: 005

**Validity**  
Start Date: 01/05/2014  
End Date: 30/05/2014

**Sales Promotion Types**  

- Item Level Discounts
- Item Level Offers (Buy X Get Y Free)
  - Same Item**
  - Different Item
  - Bundle Offer
- Bill Level Discounts
- Bill Level Offers

**Buy Items**  

Product	Brand	Style
GF	CN	
GF	SS	

**Offer Details**  
Based on:  Item Rate Rate Range  

Buy Group Details			Free Group Details
Item Rate & Quantity			Item Quantity
Rate >	Rate <=	Quantity	
2000.00	3000.00	3.00	2.00

Offer Item  Lowest priced  Highest priced  **Alternate priced**

F2 - Browse, F4 - Delete Row, F6 - Copy Previous Row

Add View/Manage Exit Save Cancel

## Alternate Price Offer Application in Billing

Any discount/offer is applied when an item is entered/scanned in the bill. However, the flexibility and control over application of offers can be configured using billing parameters.

These parameters can be configured from **Menu > Setup > General > System Parameters > Billing** under **Categories**.

## Mode of Sales Promotion Applicability in Billing

Set this System Parameter to apply the sales promotions schemes manually or automatically in a bill.

- To apply sales promotion automatically, select **1 - Auto Mode**.

On pressing **F7/F8/F6/F9** key, the applicable scheme with the highest priority number for the selected item is applied. You will not have the flexibility of changing the applied scheme.

- To apply sales promotion manually, select **2 - Manual Mode**.

You will have the flexibility to select and apply the scheme. Further, you will be able to select a different scheme by pressing **F6**.

## Free Items Mandatory in Billing

This parameter is used to ensure that free items are added to bill as per applicable offer schemes, and do not allow to save the bill without the applicable free items.

- To confirm the bill even without adding the free items, select **0**.

Shoper 9 will display a message to add free items, but allows you to confirm the bill.

- To make adding free items mandatory in a bill, select **1**.

Shoper displays a message to add free items and does not allow you to confirm the bill without free items.

## Free Items Billed at Value

The items offered free in a sales promotion can also be given a value. This value will be the price at which the free items will be added in a bill.

By default, this parameter is set to **A#Value**, which allows the free items to be billed at **Rs. 0**.

Modify the setting to **A#1**, to set the value of free items as **Rs. 1** and as **A#25** to set the value as **Rs. 25**.

## Scenario 1

Item level offer based on quantity (For example, **Buy 2 items and get 1 item free**)

The customer selects **4** items on which the Alternate priced offer is applicable. In this case application of offer is demonstrated in the grid below.

When the scheme is applied (**press F6**) on the selected items, the system will create combination sets based on scheme definition (**2+1**) and mark get items to be offered as free in every set.

Item	Rate	Quantity	Free/ Bill flag	Final Value
000001	1299	1	Bill	1299
000011	1149	1	Bill	1149
000006	1099	1	Free	0
000007	999	1	Bill	999
<b>Total Bill Value</b>				<b>3447</b>

In the above grid the 3<sup>rd</sup> item is offered as free, which is selected as the get item based on the scheme.

If the offer item selected in the scheme is Lowest priced or Highest priced the sales promotions will be applied as follows:

**Item Offer - Lowest Priced**

Item	Rate	Quantity	Free/ Bill flag	Final Value
000001	1299	1	Bill	1299
000011	1149	1	Bill	1149
000006	1099	1	Bill	1099
000007	999	1	Free	0
<b>Total Bill Value</b>				<b>3547</b>

**Offer Item - Highest Priced**

Item	Rate	Quantity	Free/ Bill flag	Final Value
000001	1299	1	Free	0
000011	1149	1	Bill	1149
000006	1099	1	Bill	1099
000007	999	1	Bill	999
<b>Total Bill Value</b>				<b>3247</b>

**Scenario 2**

Item Level Offer for same items with **Rate greater than** (For example: Buy 3 items with price of each item more than Rs.2000 and get 2 items free)

The customer selects **6** items on which the Alternate priced offer is applicable. The price of each item is as follows **Rs.2199, Rs.2099, Rs.2099, Rs.2050, Rs.2001** and **Rs.1850**.

In this case application of offer is demonstrated in the grid below.

Item	Rate	Quantity	Free/ Bill flag	Final Value
000008	2199	1	Bill	2199
000009	2099	1	Bill	2099
000012	2099	1	Bill	2099
000014	2050	1	Free	0
000015	2001	1	Free	0
000016	1850	1	Bill	1850
<b>Total Bill Value</b>				<b>8247</b>

When the scheme is applied (**press F6**) on the selected items, the system will create combination sets based on scheme definition (**3+2**) and mark get items to be offered as free in every set. The last item is not considered for the scheme and billed as per given rate.

Similarly, item level offers with other rate conditions are applied in billing as shown.

Consider above offer with **Rate equal to** condition (Buy 3 items each worth Rs.2000 and get 2 items free).

The customer selects **6** items on which the Alternate priced offer is applicable. The price of each item is as follows **5 items of Rs.2000** and an item of **Rs.1899**.

In this case application of offer is demonstrated as shown.

Item	Rate	Quantity	Free/ Bill flag	Final Value
000120	2000	1	Bill	2000
000121	2000	1	Bill	2000
000122	2000	1	Bill	2000
000123	2000	1	Free	0
000124	2000	1	Free	0
000125	1899	1	Bill	1850
<b>Total Bill Value</b>				<b>7850</b>

In case of offer with **Rate less than** condition (Buy 3 items each worth less than Rs.2000 and get 2 items free).

The customer selects **6** items on which the Alternate priced offer is applicable. The price of each item is as follows **Rs.2100, Rs.1999, Rs.1899, Rs.1799, Rs.1599** and **Rs.1499**.

The application of offer is demonstrated as shown. Where, the item with price over the rate condition is not considered for the scheme.

Item	Rate	Quantity	Free/ Bill flag	Final Value
000130	2100	1	Bill	2100
000131	1999	1	Bill	1999
000132	1899	1	Bill	1899
000133	1799	1	Bill	1799
000134	1599	1	Free	0
000135	1499	1	Free	0
<b>Total Bill Value</b>				<b>7797</b>

In case of offer with **Rate Range** condition (For example, Buy 2 items where price of each item is greater than Rs.2000 but less than Rs.3000 and get 2 items free)

The customer selects 8 items on which the **Alternate priced** offer is applicable. The price of each item is as follows **Rs.2899, Rs.2599, Rs.2500, Rs.2199, Rs.1899, Rs.1750, Rs.1699 and Rs.3250.**

In this case application of offer is demonstrated in the grid below, where, only the items within rate range condition are considered for the scheme.

Item	Rate	Quantity	Free/ Bill flag	Final Value
000037	3250	1	Bill	3250
000030	2899	1	Bill	2899
000031	2599	1	Bill	2599
000032	2500	1	Free	0
000033	2199	1	Free	0
000034	1899	1	Bill	1899
000035	1750	1	Bill	1750
000036	1699	1	Bill	1699
<b>Total Bill Value</b>				<b>14096</b>

When the scheme is applied (**press F6**) on the selected items, the system will create combination sets based on scheme definition (**2+2**) and mark get items to be offered as free in every set.

There are only 4 items that qualify the rate range condition in the scheme definition. Based on the selected items, combination sets are created. And offer is applied to the first set that satisfies the rate condition in the scheme.