

It's that line at the very bottom of your financials that shows how much you've profited ... or lost. It's the number that actually tells you whether or not you got the job done, and how well. Historically, accountants have thought it important enough to be underlined twice !

If you're in business, then you have a product that you offer to your customers. Getting to the bottom line requires making sure that your procedures for inventory replenishment for those products are the best they can be.

According to most experts, the phrase "inventory replenishment" is defined as, "Policies, procedures, and techniques employed in maintaining the optimum number or amount of each inventory item.

The objective of inventory management is to provide uninterrupted production, sales, and/or customer-service levels at the minimum cost. Since, for many firms, inventory is the largest item in the current assets category, inventory problems can and do contribute to losses or even business failures.



## WHAT'S YOUR BOTTOM LINE ?

The Challenge: Knowing how much inventory is too much or too little. Too little inventory means customers will shop elsewhere for what they need. Too much inventory means storage concerns with added warehouse capacity, price reductions to move the extra inventory, extra shipping costs to move the inventory to other locations, etc. – ultimately, equating to financial loss.

It's safe to say that the methods for inventory replenishment could be as numerous and varied as the companies that employ them. But one thing holds true for everyone: accurate planning is the key to maintaining that optimum amount of each item at the proper location. It's certainly a complicated puzzle.

*WEATHERBANK, INC.* offers several of the pieces to that puzzle. Our accurate weather forecasting (both hourly and daily) is invaluable when it comes to knowing where to place the inventory, how much of it will be needed, and how to safely get it there. Temperatures, precipitation, humidity, and many other parameters have a direct impact on the spending habits of buyers.

Our historical weather data, when merged with your past sales trends, can be used to develop models for a certain product or even a certain store location. Marketing strategies can then be developed for proper inventory replenishment and placement. Your shipping and delivery routes can be checked for road conditions to ensure that weather impacts won't cause delays or present a danger to your logistical staff.

The objective of inventory management, and the pursuit of a stronger Bottom Line, is to achieve uninterrupted production, sales, and customer service at the lowest possible price. Industry leaders all over this country, many of whom are your competitors, think that our weather data and services make all the difference in their bottom lines.

See some of their testimonials on our website, [www.weatherbank.com](http://www.weatherbank.com). We're betting our bottom dollar that we can help you with your Bottom Line !