

# catalog

S U C C E S S

A world of information, advice, and techniques for success today... and to prepare for the challenges for tomorrow.

## Quality Control for Catalogers: FIVE TIPS...

- 1. Provide a continuous commitment to product quality, people, and programs.** This should happen not only at your distribution centers, but also by making your domestic and overseas vendors aware of your commitment to quality standards. Your quality commitment then will be reflected in your customers' satisfaction and repeat business.
- 2. Write and implement a quality standards manual and statistical quality audit** process for all inbound merchandise. Provide standard, ongoing training to ensure all employees understand the quality-control procedures and follow them accordingly.
- 3. Carry out a root-cause analysis when quality issues arise.** Provide these detailed specs to your vendors to prevent future problems.
- 4. Develop innovative merchandising tactics** to sell less-than-first-quality, slow-moving or overstocked inventory. Examples:
  - Design a system for all general merchandise (e.g., housewares, electronics, sporting goods, apparel, footwear) that includes inspecting, sorting and repackaging returned lower-quality products. A good system includes a plan to return the merchandise, if possible, back to first-quality stock for resale without lost profit margins.
  - Convert seasonal products, such as apparel, by hemming long sleeve shirts and pants to short sleeves and shorts to meet seasonal demands.
  - Dye poor-selling SKU/color merchandise.
- 5. Perform a cost-analysis ratio** by comparing your Return to Vendor (RTV) policy vs. having defective merchandise repaired and inspected. In order to meet catalog deadlines and customer expectations, ensure that the cost savings for your RTV policy is a better deal in the long run than losing an unhappy customer who may go to your nearest competitor to get the back-ordered item.

If you choose to have defective merchandise repaired and inspected by a third-party vendor, be sure you use a respected, experienced vendor who can give you ample turn times and perform top-quality service.

Remember, "over promise and under deliver" is a catalog company's worst-case scenario. But by developing and implementing high-quality standards, you can ensure overall customer satisfaction.



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### HERE'S A SERVICE ALL CATALOGERS NEED!

#### TIRED OF:

- ✓ Backorders due to Defective Merchandise?
- ✓ Discounting Piled Up Overstocks?
- ✓ Continual Merchandise Quality Issues?
- ✓ Unmet Expectations (Lose any upset customers lately?)

**Quality Corrections & Inspections has over 20 years experience in Repair & Inspections Services for all Major Catalogers:**

- Apparel
- Housewares
- Electronics
- Footwear
- Sporting Goods
- Automotive

- Inspections
- Sort & Package
- High Volume Ticketing/Tagging
- Sew-in Apparel Label Changes
- Fulfillment & Distribution
- You name it, we do it.

Just call us and see!

**Let us help you sell Less Than First Quality Slow Moving or Overstocked Inventory!**



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