



LAMAR SOFTWARE, INC.
SPECIALISTS IN MANUFACTURING AND DISTRIBUTION

Promotion Pricing / Analysis

Any number of date effective promotion can be defined that will provide either a discount percentage or a discount amount for an inventory, a marketing model, a product class, a ship-to customer or a customer class.

If the sales entry routines find that a promotion is effective and applies to the item being entered on the sales order, the promotion discount will be applied to the calculated price. There is no limit on the number of promotions that could be applied to a specific sales order item.

A promotion analysis is available that will examine the margin and gross sales generated by orders that contain a user specified promotion.