

Your inventory assets turn into liabilities when they don't convert into cash.

If your inventory has been sitting on the shelf for a long time (six months or more) there are a few things you need to do:

- Analyze why these items are not selling
 - Seasonality
 - Trend or fad items
 - Pricing not competitive
 - Location or display visibility
 - Overstocked on normally slow movers
 - Outdated or out of style items
 - Marketing

- Mark down old stock items and have a clearance sale.
- Do comparison shopping to see if your pricing is on par with others.
- Gain product knowledge by talking to your suppliers and their sales representatives.
- Track your sales regularly to see what's moving and place stock orders based on that information.
- Listen to your staff input.

It's time to open the door for new ideas and opportunities.