



# BUYING SIMULATION PORTFOLIO

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## Table of Contents

Consumer Definition.....	3
Consumer Profile Demographics.....	6
Focused Market Trends.....	7
Focused Market Trend References .....	10
Focused Trend Boards .....	11
Projected Sales .....	21
Monthly Sales Percentage.....	22
Stock to Sales Ratio and BOM Stock .....	25
Plan Markdowns .....	28
Plan Purchases .....	30
Six Month Plan .....	31
Projected Sales by Garment Classification .....	32
Garment Classification Sales by Month .....	33
Outerwear Subclassifications.....	34
Fabrication Assortment Plan for Outerwear .....	35
Assortment plan by color for outerwear classification .....	37
Assortment plan by size for outerwear classification .....	38
Assortment plan by vendor for outerwear classification .....	40
Purchases by classification, .....	42

percentage, and dollars.....	42
Assortment Plan by Price Line, Units, and Dollars .....	44
Vendor Order .....	45

## Consumer Definition

There's much more to being a buyer than simply selecting merchandise for in store consumption. Many of the make-or-break decisions rely solely on effective merchandising, months of planning in advance, recognized target market, and many other criteria to make profitable decisions in the industry. Starting my new position, I have devised some target personalities and constructed trend analysis decisions to make myself an effective and successful Fashion Buyer.

It's crucial as a Buyer to be able to recognize what drives a consumer psychologically to go through the process of purchasing a product. Things like information seeking, motivations, and wants or needs will decide whether or not your product is the right product for them. Completing the VALS survey has shown me that I rely my fashion decisions on my own self-expression. I fall under the "Experiencing" category, which shows that I prefer to experience things myself with an innovative twist. It's important to recognize this so that I know my consumer will be one who isn't afraid to take risks and do not rely on what their peers around them think. Being an innovator requires pushing boundaries, doing the unthinkable, and changing the steps along the way. Experience seeking consumers like to shop impulsively, finding new and unheard of stimuli to express their innovative fashionable opinions.

To bring an expressionary yet innovative psychological drive into a buying perspective is not easy as well as risky. However, the reward is often high for those are the first to represent a later popular trend. A successful buyer will constantly be seeking upcoming fashion trends that will create a strong support with excellent generated revenue. Finding these trends requires

researching a strong production base to rely on for constant suggestions. Amongst Millennials, which is the upcoming most powerful purchasing demographic, celebrities are often one of the first sought out icon to represent themselves. It's easy to express yourself when you have a figure to refer to that you strongly agree with. Although risky, most Millennials will feel the need to have a figure speak for them and just simply agree with, so being that figure can be risk-taking at first, in the end when everyone is at least familiar with you can give that much more credibility to your product. Celebrity endorsements are very popular but often come with a risk. That is, if your endorsement is respectable and represents your brand personality. It supplies an index for commonly searched things and when your brand already represents that person, it will allow your consumer a driving force to also support your product. Strong brand recognition will be a key success indicator for myself as a buyer and it will be important to recognize amongst consumers.

Trickle up theory, an economic theory that recognizes trend support from street style or less known stimuli, that is widely supported enough that it climbs to the top of well-known endorsement figures, will be a crucial driving motive for my buying opportunities. Everyone wants to know where well known trends began, and to be that figure will build my fashion credibility. Not always will it catch on, but that's the price to pay when being an innovator. To be the first to say "I did that", not only for myself but for my consumers, will create a positive brand experience that will keep them coming back for more.


Along with recognizing trend growth, word-of-mouth is one of the most impacting and cost-effective marketing strategy amongst consumers. It can be either positive or negative, but to have communication between consumers about your brand costs nothing, and can make

everything. I will make sure to provide stimuli exciting enough to always keep my peers chatting about.

Through psychological marketing, and risk-taking endorsing, I am excited to be a well communicated and recognizable buyer for my brand. It will be very rewarding to have the experience of seeing innovative trends expressed through trendy risk-taking consumers.

11/15/2017

VALS™ | Survey Results | Experienter/Innovator | SBI



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## Your VALS™ Type

**Primary Type: Experienters**

**Secondary Type: Innovators**




Your primary VALS type means that you are most like the [Experienters](#) consumer group. Your secondary type—the group you are next most like—is [Innovators](#).

Your primary VALS type represents your dominant approach to life. The secondary type represents a particular emphasis on the dominant approach.

Fatigued by boring marketing? Get a boost by making a big impact on the right customers (and ditch the others). **To stir the pot, [contact us](#).**

US VALS™ Framework



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日本語  
Japanese Website

# Consumer Profile Demographics

Figure 1.2

## Perry's Consumer Profile Worksheet

Fredericksburg Downtown Boutiques

B Store Ranking for Mid Atlantic Cluster

Average Age of Purchaser: 28.8

Mean Family Income: \$83,647.00

Median Household Income: \$45,951.00

### VALS Profile Characteristics

#### Members of this group typically:

- Want everything
- Are first in and first out of trend adoption
- Go against the current mainstream
- Are up on the latest fashions
- Have a heightened sense of visual stimulation.
- Love physical activity (are sensation seeking)
- See themselves as very sociable
- Believe that friends are extremely important
- Are spontaneous

Buying Behaviors for Perry's consumer based VALS segments, GEO VALS and other consumer buying behavior research

- 21% of adults 25-34 are experience category
- First In, first out of trend adoption, go against current mainstream which becomes mainstream
- 18% of this region are experience seekers according to GeoVALS
- 16% strivers
- Follow fashion and fads
- Spend much of disposable income on socializing
- Buy on impulse
- Attend to advertising

### Cultural and Regional Implications and Influences

- 65% Caucasian, 23% African American
- 46% Male, 54% Female
- 18-24 Y.O's 60% Some college, no degree
- 25+ 21% Some College, 21% Bachelors, 26% High School Edu
- 16+ 67% in labor force
- 16% make \$50k-\$74.9k, 14% \$35k-\$49.9k

Key Fashion Brands worn by this consumer (per department)

Mostly Boutiques

## Focused Market Trends

Even the best fashion buyers in the industry cannot have a fully successful purchase without paying close attention to the details of the always changing industry. There are so many things that even if you make all the right buys, will not sell through without researching global economic trends. The right things cannot be sold at the wrong time.

Global, as well as national economic stability, surprisingly has quite an effect on fashion trends and fads. It is interesting as well as critical to see how fashion trends symbolize the state of a national culture's reflection on their homeland. For example, stated in an Elite Daily article by author Gillian Fuller, "heel heights were highest, with a median of 7 inches in 2009, during the peak of the recession. So if we take this information and look at the recent runways, you can learn a lot about the current state and projected future of the economy...last year's "ugly sandal" trend is still going strong and, it suggests we're pulling further *out* of the financial crisis." We have reason to believe that this is due to what the actual product signifies. The unattractiveness may stand for the people's disagreement or negative reflection on the economic situation America is in. This is a strong example of how understanding that people may spend upwards to five hundred dollars on a pair of sandals that look like twenty dollar sandals, solely for how passionate they feel on their deeper personal patriotic reflections. This example is one of many to keep in mind when making a buying decision to ensure your customer subconsciously agrees with your fashionable symbolization.

National region also plays a significant role in purchasing decisions for some buyers. It is important to take note of things like average cost of living, climate, and demographics in comparison to any other states you may have to buy for. For example, a boutique in Florida,



stocked with numerous swimsuits and beach items, will not have the same consumer support in comparison to one of your stores in Washington, where it is colder and harsher winter conditions. According to Bestplaces.net, Virginia falls under the “above average cost of living” category with a rating of 107.00 (100 being the US average cost of living). A buyer may find this more challenging to buy for than a buyer in a lower cost of living rated state because if people have more money in their pocket that is not being spent on the necessities of life (housing, food, etc.), they will have more discretionary money to be spent elsewhere. It is important to realize this so that it is known that the product must be that much more significant to the consumer, since they have a higher opportunity cost; the alternative being money not spent on your product to carry over into their required living satisfactions. According to American Fact Finder, 88.3% of Virginia’s population has at least a high school diploma, if not higher. This may be a key factor to understand as a buyer because the conclusion may be drawn that people have a higher thought process when using decision making skills to decide whether or not your product is the right one for them. Fashion Fads and impulsive products, for example the Q-line location of the store, may find it more challenging to catch on when they resist the temptation of doing what everyone else is doing because they have the self-understanding what’s right and wrong for them as a consumer.

Thorough research on things that affect a consumer’s purchasing power in the local area is crucial. Some of these indicators would include local cost of living, employment, level of education, and household income. The product has to be affordable for the people that have the highest chance to walk in your store. Although it would appeal to the customer, if it is nowhere near their preferred price range, the product is going to sit on the shelf as an “I can only wish” product. Matthew Shay, the NRF President and CEO, states that “As Gen Z and Millennials gets

older, their purchasing power increases, and the rise in disposable income is sure to be seen by retailers.” This is crucial since the Fredericksburg area is one of the lowest average age groups in the metro region, and will soon be one of the most influential purchasing groups. Being recognizable in a local environment is very effective when running a business. Customers enjoy the sensation of feeling welcomed and safe in your store, and will extend their visits in the future. Noticing what’s going on in the community provides opportunities for customer awareness with your business. Visitfred.com, Fredericksburg’s community website, always offers an event calendar for things going on in the community. As a buyer, it would be powerful to include yourself in anything going on locally to increase store traffic. For example, the Window Wonderland 2017 event begins November 11. Window Wonderland is riddle scavenger hunt through local store visual displays for this upcoming season with hidden riddles in them. There are 60+ riddles scattered around businesses and whoever can answer them all correctly first can win up to a 4000\$ cash prize. Including some sort of bonus discount on any purchases made along their hunt in your store may be a risk, but will have a highly profitable result while people are spending time in your store. It is important to make sure all employees are on their A-Game, along with visual merchandising guides, to ensure a positive customer experience.

Successful buying decisions do not start with your store alone, but in most instances require a national, or even global perspective. Ensuring brand awareness while improving the overall customer experience can highly depend on a buyer’s purchasing decisions, and can make or break it for most businesses across the nation.

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# Focused Trend Boards

## COLOR



As shown above, there have been a few notable common pantones becoming hot for this upcoming season. We've seen these colors, especially red, on the runway as early as this month that are projected to be widely supported for the upcoming period. As you can see, our hometown of Fredericksburg right in the middle, we want our consumers to associate comfortability with what they know, which is home. A few key, notable things we can take away from this are the green and red, we should keep in mind for the upcoming holiday. We should show off our Christmas vibes, but in a way people haven't seen. We will definitely keep the common Fair Isle knit sweaters and garments of that nature, but we should also try to feed the experience-seeking consumers something that's edgy and not yet mainstream. Has anyone seen a Fair Isle dad hat before? Things like this would be a great way to get ahead of the trend-setters. The pantones included above are: 17-1563 *Cherry Tomato*, 16-4132 *Little Boy Blue*, 18-1440 *Chili Oil*, 15-1520 *Blooming Dahlia*, 16-5533 *Arcadia*, 18-1028 *Emperador*, 12-2103 *Almost Mauve*, 17-3020 *Spring Crocus*, and 13-0646 *Meadowlark*. We see a common theme of gentle and sharp contrasting so it will be exciting to see how our product development team can toy with these combinations in a way that represents our brand as well as being widely accepted from the vast majority.



## SILHOUETTE



Based on appearances on the runway and even street styles, we are seeing a common theme of close fitting, but still relaxed and gentle silhouettes. The craze is comfortability and practicality, and this will be a very powerful driving mechanism for our millennials in the area. Gen X'ers are new to the workforce and are going to be looking for what is most comfortable to them while they're working up to 8 hours a day. We want lightweight and easy flexibility in our garments. People are going to want to feel classy and also the best with heightened range of mobility. When consumers look good, they feel good, and vice versa.



FABRIC BOARD





Micro-designs are going to be huge for the upcoming year. Not for just runway, but the industry as a whole has shown very promising sell-through rates with things that have deep detail. Small and balanced patterns that aren't noticed at first have shown that people are pleased by it. Some micro-designs even have functionality as well. Like the shoes shown on the board, maximum weather wicking will make the shoe last longer than just a straight fabric. We should aim to use this as an overall trend, or in small details at a time.

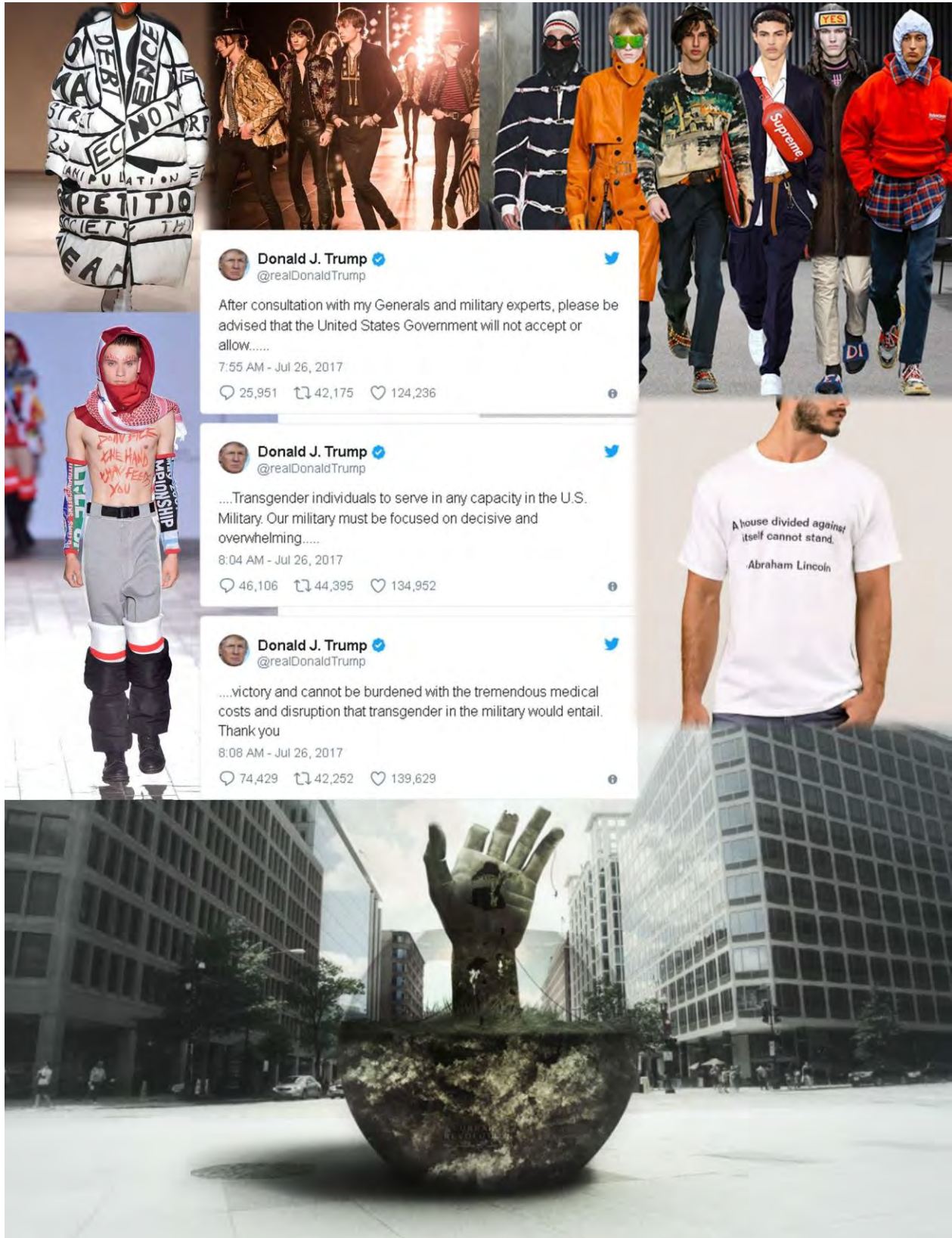
## DETAILS



Based on the latest runway trends, padded coats were very prominent. It will be exciting to see how we can incorporate micro-designs along with this, to create garments never before seen. We can even try to incorporate fur in fun new ways, which was seen on the latest runway shows. Street style with a unique twist of contemporary sportswear has shown an interesting come up in the past season. We've seen in latest street-style icons using "sportswear" as form of casual display. Grunge-rock has also shown a rise in some consumers, with a new era twist lately.



## MOOD



The past year for our country as a whole has been difficult. Our market is at an all-time high, but people have been very easily triggered. We've shown as a civilization how bold accusations and statements can spark people almost naturally. Word-of-mouth is one of the most influential and cost-effective marketing tactics. It also comes with a risk so we need to be sure that while we are pushing the boundaries that we aren't stepping on anyone's toes. We don't want to put a negative brand-recall in our consumer's minds. But, the reward for the risk is also high. If people can form a relationship psychologically that's strong enough for them to take the risk with us and portray their beliefs to their peers, we will be able to form a long and positive relationship with our consumers.

## Projected Sales

### SALES INCREASE / DECREASE

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**Your Plan: \$1,567,500**

**Percentage increase or decrease** 4.50%

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**Dollar increase or decrease** \$67,500

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### Justification

Based on current research through current market trends in consideration of my specific department, I am planning on a 4.5% sales increase from last year's sales. This is because based on my local demographic, people are young and fall under the experience category, which means people are going to take risks on new trends and care more about the image they are going to portray rather than the price tag. It is important to make sure everything I place in my store has been ensured that it will be a sure seller. Research has also shown that Men's fashion is going to have higher generated sales than last year, according to the NRF Men's Fashion Market Trends.

## Monthly Sales Percentage

	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	Total
<b>PL Sales</b>	230.0	282.3	222.5	275.5	406.0	151.3	<b>1,567.50</b>
<b>% by Month</b>	14.7%	18.0%	14.2%	17.6%	25.9%	9.6%	<b>100%</b>
<b>LY Sales</b>	225.0	300.0	210.0	255.0	390.0	120.0	<b>1,500.0</b>
<b>% by Month</b>	15.0%	18.0%	14.0%	17.0%	26.0%	10.0%	<b>100%</b>
<b>\$ Inc/Dec</b>	5.0	17.8	12.5	20.5	16.0	31.3	<b>67.5</b>
<b>% Inc/Dec</b>	2.2%	-5.9%	6.0%	8.0%	4.1%	26.0%	<b>4.5%</b>

### August

August will stay relatively the same as last year's plans, because I will be putting increased pressure on my store team to prepare for the upcoming holiday season. However, I plan on an end of the summer blowout sale with doing tons of markdowns to get people to buy out the rest of our inventory on things like suits, sunglasses, and other summer things. I also justify based on climate predictions, if the summer is warmer than this year's longer, people will have more time to wear summer related things.

### September

I'm willing to let September fall a little behind because we plan on an aggressive holiday season. We need to make sure our team is ready for what's to come and that we have all of our inventory set for the upcoming season. Since the Fall 1 and 2 season are relatively similar climate, people will buy more in October when everyday feels like fall, not just one hot day, every now and then. Also, since a major portion of my consumers are younger, some may be heading back to school which begins in September for most people so we won't nearly the traffic count as in the summer when everyone is home.

## **October**

This will be the month we start picking up the traffic a little. I want to have a Halloween special sale since younger adults still celebrate in some small increments. I may also think about having an early winter sale if I can get the merchandise in time. If it's going to be an early winter, and we're the only store in the area selling winter gear (as well as an additional sale), the sales will drive themselves.

## **November**

November will be a critical month. I plan on having a pre-black Friday event to get people familiar with the upcoming merchandise and sales. I also want to have some sort of store event during black Friday like coffee, couches, and essential shopping activities to keep people energized and wanting to spend. According the NRF, this year will be (forecasted) the millennials most high spending black Friday yet. So keeping in mind that lots of young people willing to spend money are going to be looking for innovative garments is crucial to supply for.

## **December**

I project to do relatively similar to last year's sales, but we'll need an extra 20K in sales to hit our projected goal. I plan on achieving this by offering in store wrapping, because this will make the consumer feel relieved of not having to wrap the presents they just received. A test, done by a psychology professor, Daniel Howard (TheGaurdian.net), showed people had a higher approval rating (7.04) towards something wrapped they worked for, vs. unwrapped (6.0). I also plan on doing some small markdowns on our "newest arrivals." This will drive the "experiencers" in my area to treat themselves to a Christmas gift for themselves on something that isn't anywhere else yet.



## **January**

January needs to be the month to host tons of post-Christmas sales making room for new inventory. It's a difficult month because lots of gifts will be coming back for returns from Christmas, so it's important to keep people in your store shopping rather than just to bring back items. A BOGO sale may suffice because while we will need to still sell things full price so we don't just even out with returns, but it will still keep people interested in finding a neat sale. I also want to take a look at what's been popular in the past year and research some new trends that aren't as mainstream yet. The experience seeking consumers in my area will start the year off with new trends and supply a positive experience that will keep them coming back throughout the year to come.

## Stock to Sales Ratio and BOM Stock

	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY
PL Sales	230.0	282.3	222.5	275.5	406.0	151.3
S/S Ratio	3.5	3.0	4.5	5.0	4.7	5.0
BOM Stock	805.0	846.8	1,001.3	1,377.5	1,908.2	756.3

### August

For august, I planning have a fairly even back stock of inventory, but I plan on some end of the summer in store markdowns to get rid of whatever summer clothes I have left and make some available space for other inventory. We should have nearly double inventory, displaying about half of it, but the 3.0 SS ratio represents the floor summer markdowns we will have.

### September

Preparing for the October month, we should be getting in lots of inventory, but not as much markdowns for the floor so our SS ratio will be a little less this month. We have to push sales so we can have some space for all our new merchandise and be ready for an aggressive October, as well as season ahead of us.

### October

We want to have some Halloween sales so our ratio will be a little larger because we want a very wide selection of typical in store merchandise. For example, we'll have normal turtlenecks that we typically have, but we will add a Halloween special design and have a few different designs in the back.

For Halloween weekend we also want to do some special markdowns on the floor for Halloween merchandise which is why we have a higher ratio than September.

### **November**

With Black Friday weekend, and maybe even a pre and post black Friday sale, we want to double our floor merchandise, tons of markdowns, as well as almost double the floor merchandise in inventory.

### **December**

December may not be as aggressive with Black Friday, but it's important to realize what we have left. Whatever products we marked down will remain at that price, but I'm preparing for a smaller SS ratio due to less inventory in the back as well as not a total in-store markdown like November.

### **January**

While most stores treat January as a recovery period from the past Holiday season, or season for that matter, our experience seeking consumers will want to bring the New Year with innovation from day one. So, we will have another markdown for the store, as well as doubling our inventory in the back compared to the floor total.

### **February (January EOM)**

January into February may have plenty of returns from the past holiday season so we have to stay on our toes and be sure to push sales, as well as prepare for the spring season. We should consider having a valentine's day sale, or like Qdoba, have some sort of end transaction discount for couples that come in. Since my demographic is usually a younger crowd, people may be looking for their significant someone. Also inventory for the spring-early summer season may be showing in our inventory as early

as February so we should plan on a lower SS ratio somewhere around 4.5. Not too many markdowns, but opening our inventory doors and getting everything priced, sized and ready for the floor in March.

## Plan Markdowns

	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	TOTAL
<b>PL Sales</b>	230.0	282.3	222.5	275.5	406.0	151.3	<b>1,567.5</b>
<b>MD % to Sales</b>	<b>25.8%</b>	<b>11.3%</b>	<b>30.7%</b>	<b>49.7%</b>	<b>22.5%</b>	<b>45.2%</b>	<b>29.1%</b>
<b>MD \$</b>	<b>59.28</b>	<b>31.92</b>	<b>68.40</b>	<b>136.8</b>	<b>91.2</b>	<b>68.4</b>	<b>456.0</b>
<b>MD % by Month</b>	<b>13.0%</b>	<b>7.0%</b>	<b>15.0%</b>	<b>30.0%</b>	<b>20.0%</b>	<b>15.0%</b>	<b>100%</b>

### August

I plan on adding an "everything's got to go" end of summer sale to get rid of my summer merchandise. This will be extremely beneficial if we have another late spring like this past year.

### September

September will be a little quieter of a MD month due to all the college students going back to school. Most of my consumers will probably be people in the workforce eager to spend a portion of their paycheck at my store which is pretty common for the young working class. We should have a Labor Day sale early, because we'll be able to assess what needs to happen for the month of September. We may be fine with one sale, or we may need to consider another one for the end of the month.

### October

We'll kick off our 3-month heavy markdown period to come with a fun Halloween sale. We'll set up some millennial "costume ideas" with merchandising outfits together, that are still shoppable to those who aren't looking for an outfit, but just something trendy. It will be good for our employees to have fun piecing together different outfits that will in end get them familiar with our merchandise.

## **November**

November is hands down our markdown month. We'll probably have 3 different weeks where it could be a store markdown in total, a BOGO, and a category discount (if you spend X, you get Y% off, and if you spend A\$, you get B% off, and so on). Black Friday will have its own special discount.

## **December**

December will probably have about a 2 week period where we do an end of the year sale. We want to encourage people if they have to return things from Black Friday to still shop around and see if they can make some bulk purchases before they leave. We need to get merchandise out, so we can make room for the New Year.

## **January**

January will be bigger for us than other stores because we need to be the store experience-seeking consumers come to, to start off the New Year with flash and style. We'll promote our new arrival section in the front of the store with a small markdown off, and have our "going fast" merchandise in the back with one final markdown to get rid of the rest of last year's inventory.

## Plan Purchases

<b>SPRING</b>	<b>FEBRUARY</b>	<b>MARCH</b>	<b>APRIL</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>	
<b>FALL</b>	<b>AUGUST</b>	<b>SEPTEMBER</b>	<b>OCTOBER</b>	<b>NOVEMBER</b>	<b>DECEMBER</b>	<b>JANUARY</b>	
<b>Plan Sales</b>	230.0	282.3	222.5	275.5	406.0	151.3	
(plus)							
<b>Plan EOM Stock</b>	846.8	1,001.3	1,377.5	1,908.2	756.3	956.44	
(plus)							
<b>Plan MD</b>	59.3	32.0	68.4	136.8	91.2	68.4	
(minus)							
<b>Plan BOM</b>	805.0	846.8	1,001.3	1,377.5	1,908.2	756.3	
(equals)							
<b>Plan Purchases at Retail</b>	331.1	468.7	667.1	943.0	(654.7)	419.8	
(times)							
<b>100% I MU%</b>	44.5%	44.5%	44.5%	44.5%	44.5%	44.5%	
(equals)							
<b>Plan Purchases at Cost</b>	147.3	208.6	296.86	419.6	(291.3)	186.8	

## Six Month Plan

SIX-MONTH DOLLAR PLAN August 2017-January 2018									
DEPT. NAME	Men's Contemporary Apparel					DEPT. #	711		
BUYER	Luke Bera								
FALL		August	September	October	November	December	January	February	SEASON TOTAL
SALES \$	Last Year	\$ 225.0	300.0	210.0	255.0	390.0	120.0		1,500.0
	Plan	230.0	282.3	222.5	275.5	406.0	151.3		1,567.5
	% Inc/Dec	2.2%	-5.9%	6.0%	8.0%	4.1%	26.0%		4.5%
	Revised								
	Actual								
STOCK/SALES RATIO	Last Year	3.9	3.0	4.1	3.6	2.5	6.3		3.9
	Plan	3.5	3.0	4.5	5.0	4.7	5.0		4.3
BOM STOCK \$ (Retail)	Last Year	\$ 877.5	900.0	861.0	918.0	975.0	756.0		876.8 avg.
	Plan	805.0	846.8	1,001.3	1,377.5	1,908.2	756.3		956.4
	Revised								
	Actual								
MARKDOWNS \$	Last Year	\$ 89.5	45.0	66.0	51.5	134.0	64.0		450.0
	Plan	59.3	31.9	68.4	136.8	91.2	68.4		456.0
	% to Sales	25.8%	11.3%	30.7%	49.7%	22.5%	45.2%		29.1%
	% by Month	13.0%	7.0%	15.0%	30.0%	20.0%	15.0%		100.0%
	Revised								
	Actual								
PURCHASES \$ (Retail)	Last Year	\$ 337.0	306.0	333.0	363.5	305.0	278.0		1,922.5
	Plan	331.1	468.7	667.1	943.0	(654.7)	419.8		2,175.0
	Revised								
	Actual								
SEASON TOT.		LAST YEAR			PLAN		ACTUAL		
Sales		\$1,500.00			1567.5				
Markup %		55%			55.5%				
Markdown %		30%			29.1%				
Gross Margin %		41.5%							
Average Stock		876.8			956.4				
Turnover		1.71			1.64				



## Projected Sales by Garment Classification

SALES BY CLASSIFICATION, PERCENTAGE, AND DOLLARS						
Classification		Percent	x	Season Sales	=	Class Sales
Casual Tops		11.0%		1,567.5		\$ 172.4
Suiting		17.0%		1,567.5		266.5
Denim		11.0%		1,567.5		172.4
Sportswear		13.0%		1,567.5		203.8
Dress Tops		10.0%		1,567.5		156.8
Accessories (Bags, Hats,		7.0%		1,567.5		109.7
Outerwear		15.0%		1,567.5		235.1
Sweaters		4.0%		1,567.5		62.7
Flannels		4.0%		1,567.5		62.7
Shoes		4.0%		1,567.5		62.7
Graphic Tops		4.0%		1,567.5		62.7
<b>Total</b>		100%				1,567.5

## Garment Classification Sales by Month

	CLASSIFICATION SALES BY MONTH								
		AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	TOTAL	TOTAL
Percent Class		14.70%	18.00%	14.20%	17.60%	25.90%	9.60%	100%	SALES \$
Casual Tops		25.3	31	24.5	30.3	44.7	16.6	11.00%	172.4
Suiting		39.1	48	37.8	46.8	69	25.7	17.00%	266.5
Denim		25.3	31	24.5	30.3	44.7	16.6	11.00%	172.4
Sportswear		29.9	36.7	28.9	35.8	52.8	19.7	13.00%	203.8
Dress Tops		23	28.2	22.3	27.6	40.6	15.1	10.00%	156.8
Accessories (Bags, Hats, etc.)		16.1	19.8	15.6	19.3	28.4	10.6	7.00%	109.7
Outerwear		34.5	42.3	33.4	41.3	60.9	22.7	15.00%	235.1
Sweaters		9.2	11.3	8.9	11	16.2	6.1	4.00%	62.7
Flannels		9.2	11.3	8.9	11	16.2	6.1	4.00%	62.7
Shoes		9.2	11.3	8.9	11	16.2	6.1	4.00%	62.7
Graphic Tops		9.2	11.3	8.9	11	16.2	6.1	4.00%	62.7
		-	-	-	-	-	-	0.00%	-
		-	-	-	-	-	-	0.00%	-
		-	-	-	-	-	-	0.00%	-
		-	-	-	-	-	-	0.00%	-
Total Sales		230	282.3	222.5	275.5	406	151.3	100%	1,567.50

## Outerwear Subclassifications

SUBCLASSIFICATIONS FOR <u>OUTERWEAR</u> CATEGORY	
1.	Peacoat
2.	Trenchcoat
3.	Padded Quilt
4.	Fleece 1/4 zip
5.	Parka
6.	Leather Biker Style Jacket
7.	Varsity Style
8.	Waterproof Pull-over

## Fabrication Assortment Plan for Outerwear

Fabrication Distribution	Percent to Total
Wool	20.0%
Wool Blend	15.0%
Cotton	10.0%
Merino	7.0%
Nylon	10.0%
Cashmere	13.0%
Satin	5.0%
Faux Fur	10.0%
Silk	10.0%
	<b>Total: 100%</b>

**Justification:** Wool and wool blends will be our dominant fabrics because they've been widely accepted style across the board of outerwear garments. It's protective as well as durable, and will perform well in cold conditions while keeping its stylish form. Cotton is also one of the leading fabrics for outerwear because it's widely used across all sort of garments throughout the industry. Merino has been on the come-up so far in the industry, and consumers have reported them doing a little bit better in damper conditions. For instance, merino wool blend socks have been accepted by the snowboarding industry because when they're exposed to sweat and snow, they don't smell nearly as bad as pure wool socks. Nylon will be fun to use weather it's for form fitting or as a detail part of cotton garment. It's structural as well as used for a trendy accessory. Cashmere is often used as a luxurious display for things like accessories and outerwear. I believe cashmere outerwear will catch on for how it reflects light and feels to the touch. Faux fur will be an awesome feature for our store because fur for menswear on the runway was extremely prominent this past year. Fur cuffs and hoods will "accessorize" a parka or button up nicely. Silk is usually a comfortable fabric to the wearer, so like stated in my forecasting detail board, people are maximizing on comfort and fashion combined for the upcoming year. People want to feel comfortable yet look presentable for the typical working class consumer, so silk will be a strong supporter for that group of customers.

## ASSORTMENT PLAN BY COLOR FOR OUTERWEAR CLASSIFICATION

Color Distribution	Percent to Total
17-1563 Cherry Tomato	15.0%
16-4132 Little Boy Blue	7.0%
18-1440 Chili Oil	15.0%
15-1520 Blooming Dahlia	5.0%
16-5533 Arcadia	13.0%
18-1028 Emperador	15.0%
12-2103 Almost Mauve	13.0%
17-3020 Spring Crocus	3.0%
13-0646 Meadowlark	3.0%
14-4202 Harbor Mist	11%

**Justification:** Red is forecasted to be a leading pantone for the upcoming season, so I've decided to incorporate a few shades of Cherry Tomato and Chili Oil. Obviously neutrals are a must so I've picked Harbor Mist and Almost Mauve to have a little "off-color" vibe,

while staying true to classics. Meadowlark and Arcadia have been seen in various shades recently on the runway so I will use them as an accessory color to various garments. Emperador will also be a classic brown that gives a natural feel, and will be unique combination with modern garments.

## ASSORTMENT PLAN BY SIZE FOR OUTERWEAR CLASSIFICATION

Size Distribution	Percent to Total
XS	4.0%
S	12.0%
M	22.0%
L	22.0%
XL	22.0%

XXL	15.0%
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TALL	3.0%
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<b>Total:</b>	100%
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**Justification:**

According to Factfinder from the census bureau, the average Men's size is 5'10-6'2, so Medium and Larges will be the dominant size, but I still need to accompany for XL's as well as Extra Tall people. Extra Smalls are good to have around as well for kids that are naturally a little bigger than average kids sizes.



## ASSORTMENT PLAN BY VENDOR FOR OUTERWEAR CLASSIFICATION

Vendor Distribution	Percent to Total
Caterpillar	5.0%
Oasis Jackets	11.0%
Sierra Pacific	11.0%
Columbia	15.0%
Augusta Sportswear	15.0%
Champion	13.0%
Dri Duck	11.0%

ML Kishigo	8.0%
Patagonia	11.0%
<b>Total:</b> 100%	

**Justification:** Since a main demographic of my consumers in the area are men around the age of 25, Patagonia and Champion have a very high brand awareness of the younger group of consumers. To offer those in my store would be sturdy sure-seller. Also, Champion is on the come-up in the recent seasons. Nostalgia has had a popular support group, so Champion has reinvented their classic looks in a new modern look with trendy pastel combinations and bold color groups. Our experience seeking consumers will love these new looks nowhere else seen. Caterpillar will sell to the consumers that seek a basic, structured and durable coat, for those who aren't necessarily looking for flashy fashion trends

## PURCHASES BY CLASSIFICATION, PERCENTAGE, AND DOLLARS

Classification	Percent	Season Purchases	Total
Casual Tops	11.0%	2,175.0	\$239.3
Suiting	17.0%	2,175.0	\$369.8
Denim	11.0%	2,175.0	\$239.3
Sportswear	13.0%	2,175.0	\$282.8
Dress Tops	10.0%	2,175.0	\$217.5
Accessories (Bags, Hats, etc.)	7.0%	2,175.0	\$152.3
Outerwear	15.0%	2,175.0	\$326.3
Sweaters	4.0%	2,175.0	\$87.0

Flannels	4.0%	2,175.0	\$87.0
Shoes	4.0%	2,175.0	\$87.0
Graphic Tops	4.0%	2,175.0	\$87.0
			<b>Total:</b> \$2,175.0

## Assortment Plan by Price Line, Units, and Dollars

Classification	Price	%	# of units	\$ by price line	Class Total
Outerwear	40	30.00%	2.4	97.9	
	50	50.00%	3.3	163.2	
	60	20.00%	1.1	65.3	
					<b>\$326.30</b>
Sportswear	50	20.00%	1.1	56.6	
	60	60.00%	2.8	169.7	
	70	20.00%	0.8	56.6	
					<b>\$282.80</b>
Suiting	100	25.00%	0.9	92.5	
	200	60.00%	1.1	221.9	
	300	15.00%	0.2	55.5	
					<b>\$369.80</b>
Denim	25	20.00%	1.9	47.9	
	35	50.00%	3.4	119.7	
	45	30.00%	\$1.60	\$71.79	
					<b>\$239.30</b>

# Vendor Order

Name: PRPS Good & Co					Bill to: Luke Bera										Ship to Regional Distribution Center:										PO# 11971			
80 Sawmill Pond Road					Perry's Department Store										1. Mid Atlantic										Dept # 3 (Men's Cont)			
Edison					15203 King Street										2. Central										Vendor # 534407			
NJ, 08817					Fredericksburg, VA 22401										3. Florida										DUNS#			
This order is subject to the terms and conditions on the reverse side of this sheet.					TRANSPORTATION										With anticipation for prepayment all dating except EOM begins at date merchandise is received. Under EOM terms all goods shipped on and received after the 25th of the month are to be dated as of the first of the month.										FOB Factory			
					Vendor					%															Start ship 2/1/2019			
					Store					%															Cancel 2/22/2019			
					Allowance					\$															Terms 2/10 EOM			
					Ship Via					FED EX															Page 1 of 1			
					<a href="http://www.perrysdepartmentstore.com">www.perrysdepartmentstore.com</a>																							

I/MID-ATLANTIC																	TOTAL UNITS	UOM	COST		RETAIL		
DESCRIPTION	CL	STYLE	COLOR	COL	C1-1	C1-2	C1-3	C1-4	C1-5	C1-6	C1-7	C1-8	C1-9	C1-10	C1-11	C1-12	C1-13			UNIT	TOT	UNIT	TOT
44-84-127	JKT	E65JT12	Multi	MLT									X					50		338	16900	759.6	37978
49-55-443	JKT	E65JT20	Black	BLK									X					25		387.5	9688	870.8	21770
12-57-999	TOP	E65S83	Army Green	ARG									X					20		50	1000	100	2000
09-51-020	DEN	E65P61V	Denim Wash	BMW									X					20		100	2000	200	4000
63-52-851	GTEE	E65S65	Navy	NVY									X					50		37.5	1875	75	3750
<b>Total</b>																		<b>165</b>		<b>913</b>	<b>31463</b>	<b>2005</b>	<b>69497</b>

Special Instructions:				Buyer Signature		Date		12/6/2017		MU%		55.5	
For each case, please insert copy of case invoice on top of product before you seal box. If possible, each shirt should be individually bagged and folded and about 15 per box. Sizes should be paired per box (i.e. M&L's in one, XL&XXL's in another, etc.) Jeans should have size tag on back of pair, and each jacket should also be individually sealed in a case.				DMM/GMM		Date							

**INVOICE INSTRUCTIONS**  
 Submit separate invoice for each store. Show order and department number on each invoice. Invoice must accompany shipment in an envelope attached to the lead carton marked Invoice Enclosed.