

The success of a new collection is **PLANNED**

The 6 phases in the Fashion Retail cycle

MAKE GOOD DECISIONS

MAKE GOOD DECISIONS IN GOOD TIME

MERCHANDISE PLANNING

The so called “**pre-season processes**” in the Fashion Retail industry are identified as Merchandise Planning. Merchandise Planning ranges from all the **processes prior to the purchase, production and logistics of the product** up to their delivery to stores.

1 BUSINESS PLAN

TARGET

Plan organic growth, define business expansion or launch new product ranges.

STRATEGY

Plan sales top-down or bottom-up.

2 CLUSTERING

TARGET

Bring product supply closer to consumer behaviour.

STRATEGY

Cluster stores and segment product sales.

3 ASSORTMENT PLAN

TARGET

Achieve a balanced product assortment.

STRATEGY

Define the optimum number of models (Options) to introduce in each campaign or launch for each garment.

5 ALLOCATION

TARGET

Ensure an optimum product allocation strategy for the last mile.

STRATEGY

Turn each launch into a detailed assortment by point of sale in terms of horizontality and depth.

4 PURCHASES

TARGET

To start making a return before buying or producing the product.

STRATEGY

Guide purchases by calculating the amounts needed to implement the planned assortment correctly.

6 REPLENISHMENT

TARGET

Guarantee the target stock based on your coverage and on the sales forecast.

STRATEGY

Remedy unwanted situations with Ideal Stock suggestions, alerts on stock-outs and suggestions for transfers.