

# 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.

#### 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.

#### 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.