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REINE FORTE

Where sassy meets fashion.



Petergay Wignall
Cheyenne Darcy
Asha Ballard

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Abstract

This project showcases a detailed description of the Open-To-Buy for the fashion retail store, Reine Forte. As buyers of our retail store, we chose the classification of womens suits which is supported with research and trend information. Reine Forte is located in Atlanta, Georgia, and we have \$1,236,000 (Retail) and \$618,000 (Cost) to stock our store. With the money provided for our Open-To-Buy, our store will be stocked with womens suits for the Spring/Summer season of 2021, descriptively February, March, April, May, June, and July.

This project will detail the SKUs levels for our products, the type of inventory in our store, followed by a plan of inventory flow. In this endeavor is a summary of the process of how we created the retail store, as well as the research and trend information used to support the development of our store. An explanation of why we chose the product classification, womens suits will be listed. The balance of the money that we were given to create our store will also be listed in numerical form.

With the figures we provided in our project, we calculated the Open-To-Buy for each month, average monthly sales, average monthly on order, and markdown percentage for our store. Based on this year's sales plan, we will list our businesses new projected sales plan for the next season, fall/winter. In this undertaking, we will list the increase/decrease for the sales period, explaining why there are changes from one season to the next.

Meet the Team



Project Director: Asha Ballard

Asha is a senior attending New York City College of Technology majoring in a Bachelors of Science in Business and Technology of Fashion. Throughout this project precision, math, organization, and cleanliness were some of her main focuses. As well as making sure all of the key components that were needed were implemented in a timely manner.

Creative Director: Petergay Wignall-Aurelis

Petergay is a senior undergraduate student at New York City College of Technology majoring in Business and Technology of Fashion obtaining a Bachelor of Arts degree. She has aspirations of building her own brand evolving into an entrepreneur. Petergay's task in this project was to develop the brands identity as well as creating the visual identity of the brands succession.



Creative writer: Cheyenne Darcy

Cheyenne is a junior attending New York City College of Technology majoring in Business and Technology of Fashion. Upon graduating college, she seeks to use her skills and expertise to work in a fashion company. Her job in this project as a creative writer is to refine and enhance the overall quality of the project. In doing so, she expects to write and synthesize parts of our fashion retail store.



Written Portion



Target Market

Our target consumer is Brenda, a charismatic African American female who was born with a sense of cultural pride. Her curious and intellectual attitude compelled her to pursue her masters in Heritage Studies. She is the definition of Black Pride, undeniably beautiful with her natural curly afro, being indifferent to those who challenge her intellect. Brenda is technologically savvy due to her millennial status in society. Her passion for the arts and her keen sense of fashion is normally expressed in her choice of style. She is assertive, with a no tolerance attitude. She is also fearless, witty and extremely outspoken. One can say Brenda is a boss

lady.

According to the VALS system of values, attitude and lifestyle, Brenda is considered to be an achiever. She is a hardworking woman who goes above and beyond to excel at what she does. Goal oriented with strong desires in her future career, she stands tall against all odds. She consistently has her shoulders held high, knows what she wants and goes after it. With her intellect and education, she is a rational thinker when making retail purchases. Brenda is a shopper who appreciates fashion for its quality and cohesive features, likely to purchase from brands that are well established and successful. She prefers a quality product that demonstrates a sense of accomplishment towards others. Unapologetically black and undeniably brave, Brenda keeps an open mind to different ideologies. However, she isn't afraid to keep her stance and support her rights as an African American female.

Taking a broader look at our typical target market, they are not your everyday consumer. Reine Forte is for the fashion forward business person. A person who feels powerful in a suit working alongside their colleagues at your favorite fashion magazine. We cater to an array of moods. Never substituting style for quality or vice versa. Our typical target consumer's age ranges from 25-50 years old making an average income of 50,000 or higher annually. They are single with no intentions on starting a family just yet. Our consumers are too devoted to their jobs and their line of work. Our consumers are well educated and dominant in their place of work. They take pride in wearing luxury garments and appreciate rich quality textiles.

Although Reine Forte specializes in business wear, our suits can also be worn to any event. Whether it is a wedding, business meeting, interview, or everyday life, our suits can be worn separately or together to fit whatever look you prefer. We think that inclusivity is one of the most sensible and important components when it comes to fashion. Everyone should be free to wear whatever captures their eye. Reine Forte is here to do just that!

Introduction to our Business

Our fashion retail store, Reine Forte is a renowned operation owned by Petergay Wignall, Cheyenne Darcy, and Asha Ballard. We created our brand to push, bend, and twist traditional boundaries. We continue to progress due to our foundations of freedom and originality. Our loud prints and colors have a way of speaking for itself, our Spring/Summer 2021 collection was no different. Inspired by our core values of expressions, freedom, collective, and individual. Designed for the generations of businesswomen to come, to be lived in not just looked at by the unconventional business women unlike any other. It was important to us that we created a beautiful environment that wasn't too overwhelming that it fails to put our consumers at ease. Reine Forte, French for strong queen profoundly displays our ideology of all women.

Our Process

The process of creating our retail business was particularly comprehensive, as steps were taken to ensure inclusivity and brand image. As entrepreneurs our goal was to develop a fashion forward business, produce, and market our products in ways that our consumers have never seen before. Taking a step away from idealistic business wear suits, our goal was to create a retail store that encompasses unique, and stylistic suits. Our process consisted of exploring the perfect suit for ourselves and then extending that concept. We wanted to make sure that our suits were versatile enough to be worn throughout the seasons as well as years to come.

Upon choosing a product classification of womens suits, we chose a location for our store, Atlanta Georgia. This is our chosen store location because it's a great space for entrepreneurs, like ourselves to bring our business up to the rise. Atlanta, Georgia has a wide market, in terms of our target consumer. Inspired by the area's ethnic ambience, we decided that would be a perfect location for our flagship store. Unlike New York City and California, which are fashion capitals, Atlanta's fashion scene is on a smaller scale. However, Atlanta is an up and coming city as many African American consumers are migrating to this area. Consequently, we believe Atlanta would serve promising success at Reine Forte. Our store is located at 1638 Market Street, zip code 30363. We can be contacted via email and phone number, at reineforte@gmail.com and 678.343.9912. In addition, we have a website that displays a wide array of our products, www.reineforte.com.

The next step in our entrepreneurial process was to create designs for our merchandise. Our designer Petergaye brought our ideas to life emphasizing what it is like to be elegant, sassy and fashion forward. She created the designs for our Spring/Summer collection of 2021. With a combination of pants suits, and dress sets using an array of colors, and fabrics, each of our 6 designs are not like the other. We desired to embody powerful, and bold looks into our collection. The first look titled *Femme Forte*, translates to "strong woman," is a two floral two toned pantsuit using the colors pink, lilac and green tapestry brocade. The second look titled

Reine Retro, translates to “retro queen,” two-toned orange striped pantsuit using orange poplin and orange striped cotton. The third look titled Lady Lilac, is a lilac blazer dress using lightweight polyester/cotton twill fabric. The fourth look, Edgy Esther, is a brown and mauve two piece skirt set. The blazer is made with polyester, cotton, spandex and satin. The skirt is a mat chocolate pleather, with stretchy vinyl polyester. The fifth look titled Emerald is a set including turquoise plaid pants and turquoise jacket. The blazer is turquoise blue and white silk shantung, while the pants include plaid woven ikat. The final look titled Isabella is a two-toned black and white striped suit made with 100% cotton.

After creating our designs we followed up with the creation of the stock keeping units, for our products. The stock keeping unit encompasses the six months Spring/Summer season of our collection. This displays each product and helps to track inventory for our store, helping to determine how many products were sold per month. In order to do that we had to figure out how much each component of our suits would cost. Due to the quality of the fabric, embellishments, buttons, seamstress, etc. each suit would cost us about \$160 - \$230 to make. We are a sweatshop free business which is why our prices are a little higher than most when we use the keystone markup method plus \$70.

Research

Our research embodied our key components of freedom and creativity, as it was important that we looked in the past in order to create something new with a fresh pair of eyes. Our research dove into the suits that were worn in the 90's up to today. We noticed that although brands carried suits for women they were limited, there weren't many brands that focused exclusively on women's business suits. We wanted to expand the market already there. Fashion trends are a key factor in the garments we sell at Reine Forte. Trend predictions play a role in the success of our business, because if they are wrong, then the designs are wrong,

creating a loss in sales (Fashion Trends Are a Key Part of Selling Your Brand, 2017). From our findings, we were able to incorporate some of these trends into our designs.

In terms of trend research, we went on the internet to determine what trends would be prevalent for the upcoming Spring/Summer 2021 season. A prevalent trend we found while conducting our research is the concept of “Protest and Rebellion.” This trend is characterized by a mix of influences and materials, bright, and aggressive colors, as well as striking texts. and tapes (Veerman, 2020). We came to the conclusion that the striking text and tapes concept didn’t exactly fit with our brand image at Reine Forte. However, we valued the idea of mixing materials with the use of bright colors, emphasizing the diversity of our designs. Each design has a different color scheme, each with its very own fabric combination.

As a team, inclusivity plays a key role in the creation of the unique suits that we produce. Another fashion trend that was found while conducting our research, was the use of floral fabric. The idea of using simple/abstract designs caught our attention. Spring/Summer are particularly the warmer seasons of the year, and we desired to give our looks a rather feminine yet bold look. This floral print is incorporated into a few of our fashion forward designs. Our first look *Femme Forte* plays with this feminine print, as it is a floral two toned pantsuit. These flowers help to give this look more of a sculptural and exotic look, while remaining clean and precise. Color also plays a role in creating our looks at Reine Forte. Pantone’s Spring/Summer 2021 color trends highlight balances between bold, and bright colors with colors that are more neutral and classic (Pantone, n.d.). We use vivid colors of which include white, green, lavender, and turquoise which stems from a combination of colors from Pantones seasonal palettes.

Pricing

We chose to focus on business wear rather than anything else due to the increase of entrepreneurship. We thought that it would be a great business opportunity to dress and inspire women that we see ourselves in.

Traditional suits are boring, it was time that there was a brand that specifically catered to the businesswomen of the future. We pay close attention to all aspects of our suits. Ensuring that its quality and elegance never falls short. Our fabrics, designs, and in-house tailors are components that we pride ourselves on, speaking to the many intricacies of the female mind and body.

Our prices reflected this, as we wanted to be fair but also take into consideration all we have to offer. Our suits for the Spring/Summer 2021 collection range from \$300-\$520 depending on the alterations you would like done in store. Our budget for this season was \$618,000.00, the amount that we spent each month on inventory changed each month. It was extremely important that we stayed under budget just in case we sold out of a particular item. We increased or decreased the quantities of each suit depending on what season it was. Increasing the quantities of our dresses and skirt suits in June and July while decreasing in February and March.

Cost Table

Garment	Buttons	Zippers	Fabrics	Service Fee
Feme Forte	$.56 * 4 = \$2.24$	$\$2 * 1 = \2	$\$22 * 5 = \110	$\$20 * 5\text{hrs} =$ $\$100$
Reine Retro	$.56 * 3 = \$1.68$	$\$2 * 1 = \2	Blazer: $\$7 * 1 \text{ yds} = \35 Embellishments: $\$5 * 1\text{yd} = \5 Pants: $\$7 * 3 \text{ yd} = \21	$\$20 * 5\text{hrs} =$ $\$100$
Lady Lilac	$.56 * 3 = \$1.68$	0	$\$12 * 5 \text{ yds} = \60	$\$20 * 3\text{hrs} =$ $\$60$
Edgy Esther	$1.16 * 4 = \$4.64$	$\$2 * 1 = \2	Top: $\$4 * 2 \text{ yds} = \8 Skirt: $\$7.99 * 2 \text{ yds} = \18	$\$20 * 4\text{hrs} =$ $\$80$
Emerald	$.56 * 3 = \$1.68$	$\$2 * 1 = \2	Blazer: $\$30 * 2\text{yds} = \60 Pants: $\$21 * 3 \text{ yds} = \63	$\$20 * 5\text{hrs} =$ $\$100$
Isabella	$.56 * 2 = \$1.12$	$\$2 * 1 = \2	Blazer: $\$6.99 * 2 \text{ yds} = \14 Pants: $\$6.99 * 3 \text{ yds} = \21	$\$20 * 5\text{hrs} =$ $\$100$

Pricing Table			
Garment	Cost	Markup	Price
Feme Forte	\$214.24	$(\$214.24 * 2) + 70 \approx$	\$498
Reine Retro	\$164.68	$(\$164.68 * 2) + 70 \approx$	\$400
Lady Lilac	\$121.68	$(\$121.68 * 2) + 70 \approx$	\$320
Edgy Esther	\$112.64	$(\$112.64 * 2) + 70 \approx$	\$300
Emerald	\$226.68	$(\$226.68 * 2) + 70 \approx$	\$520
Isabella	\$138.12	$(\$138.12 * 2) + 70 \approx$	\$350

Number of Garments Ordered for Each Size per Month						
Garment	February	March	April	May	June	July
Feme Forte	25	30	25	25	28	20
Edgy Esther	20	32	32	32	32	20
Lady Lilac	20	25	50	25	50	32
Reine Retro	20	32	25	50	25	25
Emerald	20	20	32	32	32	32
Isabella	20	20	32	32	20	32

Store Layout: Reine Forte's Storefront/Interior



Our Designs:

Femme Forte

Spring/Summer Collection 2021



A stylized signature logo for REINE FORTE, featuring a large, flowing 'R' with horizontal lines extending from the top and bottom.

REINE FORTE

Name: *Femme Forte* (translations “strong woman”)

Floral two toned pantsuit spring/summer 2021 collection

Fabric: Pink, Lilac, Green Tapestry brocade

Reine Retro

Spring/Summer Collection 2021

-M-

REINE FORTE

Name: Reine Retro (translation: "Retro Queen")

Two-toned orange striped pantsuit

Fabric: Orange Poplin and Orange striped Cotton.



Lady Lilac

Spring/Summer Collection 2021



A stylized, handwritten signature logo for the brand REINE FORTE. The logo consists of a large, flowing 'R' with horizontal lines extending from the top and bottom, set against a light purple background.

REINE FORTE

Name: Lady Lilac

Lilac Blazer dress

Fabric: lightweight polyester/cotton twill fabric

Edgy Esther

Spring/Summer Collection 2021



REINE FORTE

Name: Edgy Esther

Brown and Mauve 2 piece skirt set.

Fabric: *Blazer:* Poly cotton spandex satin

Skirt: Matte chocolate pleather stretch vinyl polyester



Emerald

Spring/Summer Collection 2021



A stylized, handwritten signature logo consisting of a large, flowing 'R' with horizontal lines extending from its top and bottom, set against a light purple background.

REINE FORTE

Name: Emerald

Turquoise plaid pants and 2 toned turquoise jacket set

Fabric: *Blazer:* Turquoise Blue and white silk shantung

Pant: Plaid woven Ikat

Isabella

Spring/Summer Collection 2021



REINE FORTE

Name: Isabella

Two tone black and white striped suit set

Fabric: 100% cotton



Fabrics



Tapestry brocade.
100% polyester



Iridescent Taffeta



Stretch pleather , Faux
leather. 92%polyester,
8% Spandex.



Shakira satin . 55%
poly, 42% cotton, 8%
spandex



Scuba Knit. 100%
Polyester



100% Cotton



100% Cotton



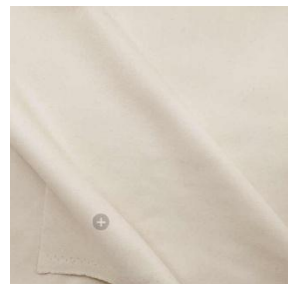
Poplin fabric. 100%
polyester



100% Silk Shantung



Plaid Ikat. 100%
Cotton



100% polyester



80% cotton, 20%
polyester

PRICE LIST

Femme Forte.....	\$498
Reine Retro.....	\$400
Lady Lilac.....	\$320
Edgy Esther.....	\$300
Emerald.....	\$520
Isabella.....	\$350



REINE FORTE

Stock Keeping Units

Spr/Sum season February , 2021					20
Reine Forte					
Product Category	Product Name	Size	Color	Style#	
FS Fashion	Femme Forte 2piece Suit	S	white	101	
FS Fashion	Femme Forte 2piece Suit	M	white	101	
FS Fashion	Femme Forte 2piece Suit	L	white	101	
FS Fashion	Femme Forte 2piece Suit	XL	white	101	
FS Fashion	Femme Forte 2piece Suit	S	Green	102	
FS Fashion	Femme Forte 2piece Suit	M	Green	102	
FS Fashion	Femme Forte 2piece Suit	L	Green	102	
FS Fashion	Femme Forte 2piece Suit	XL	Green	102	
FS Fashion	Edgy Esther 2 piece skirt set	S	Brown	103	
FS Fashion	Edgy Esther 2 piece skirt set	M	Brown	103	
FS Fashion	Edgy Esther 2 piece skirt set	L	Brown	103	
FS Fashion	Edgy Esther 2 piece skirt set	XL	Brown	103	
FS Fashion	Lady Lilac trench and blazer dress	S	Purple	104	
FS Fashion	Lady Lilac trench and blazer dress	M	Purple	104	
FS Fashion	Lady Lilac trench and blazer dress	L	Purple	104	
FS Fashion	Lady Lilac trench and blazer dress	XL	Purple	104	
FS Fashion	Reine retro orange pantsuit	S	Orange	105	
FS Fashion	Reine retro orange pantsuit	M	Orange	105	
FS Fashion	Reine retro orange pantsuit	L	Orange	105	
FS Fashion	Reine retro orange pantsuit	XL	Orange	105	
FS Fashion	Emerald plaid pantsuit set	S	Green	106	

FS Fashion	Emerald plaid pantsuit set	M	Green	106
FS Fashion	Emerald plaid pantsuit set	L	Green	106
FS Fashion	Emerald plaid pantsuit set	XL	Green	106
FS Fashion	Isabella pinstriped 2 toned pantsuit	S	white	107
FS Fashion	Isabella pinstriped 2 toned pantsuit	M	white	107
FS Fashion	Isabella pinstriped 2 toned pantsuit	L	white	107
FS Fashion	Isabella pinstriped 2 toned pantsuit	XL	white	107

Feb-21

Reine Forte Generated SKU Code & Product Explanation

Product Explanation	Generated SKU Code	Modified SKU Code
Femme Forte 2piece Suit-S-white-101	FEMMEFO-S-WHI-101	FEMMEFO-S-WHI-101
Femme Forte 2piece Suit-M-white-101	FEMMEFO-M-WHI-101	FEMMEFO-M-WHI-101
Femme Forte 2piece Suit-L-white-101	FEMMEFO-L-WHI-101	FEMMEFO-L-WHI-101
Femme Forte 2piece Suit-XL-white-101	FEMMEFO-XL-WHI-101	FEMMEFO-XL-WHI-101
Femme Forte 2piece Suit-S-Green-102	FEMMEFO-S-GRE-102	FEMMEFO-S-GRE-102
Femme Forte 2piece Suit-M-Green-102	FEMMEFO-M-GRE-102	FEMMEFO-M-GRE-102
Femme Forte 2piece Suit-L-Green-102	FEMMEFO-L-GRE-102	FEMMEFO-L-GRE-102
Femme Forte 2piece Suit-XL-Green-102	FEMMEFO-XL-GRE-102	FEMMEFO-XL-GRE-102
Edgy Esther 2 piece skirt set-S-Brown-103	EDGYEST-S-BRO-103	EDGYEST-S-BRO-103
Edgy Esther 2 piece skirt set-M-Brown-103	EDGYEST-M-BRO-103	EDGYEST-M-BRO-103
Edgy Esther 2 piece skirt set-L-Brown-103	EDGYEST-L-BRO-103	EDGYEST-L-BRO-103
Edgy Esther 2 piece skirt set-XL-Brown-103	EDGYEST-XL-BRO-103	EDGYEST-XL-BRO-103
Lady Lilac trench and blazer dress-S-Purple-104	LADYLIL-S-PUR-104	LADYLIL-S-PUR-104
Lady Lilac trench and blazer dress-M-Purple-104	LADYLIL-M-PUR-104	LADYLIL-M-PUR-104
Lady Lilac trench and blazer dress-L-Purple-104	LADYLIL-L-PUR-104	LADYLIL-L-PUR-104
Lady Lilac trench and blazer dress-XL-Purple-104	LADYLIL-XL-PUR-104	LADYLIL-XL-PUR-104
Reine retro orange pantsuit-S-Orange-105	REINERE-S-ORA-105	REINERE-S-ORA-105
Reine retro orange pantsuit-M-Orange-105	REINERE-M-ORA-105	REINERE-M-ORA-105
Reine retro orange pantsuit-L-Orange-105	REINERE-L-ORA-105	REINERE-L-ORA-105
Reine retro orange pantsuit-XL-Orange-105	REINERE-XL-ORA-105	REINERE-XL-ORA-105
Emerald plaid pantsuit set-S-Green-106	EMERALD-S-GRE-106	EMERALD-S-GRE-106
Emerald plaid pantsuit set-M-Green-106	EMERALD-M-GRE-106	EMERALD-M-GRE-106
Emerald plaid pantsuit set-L-Green-106	EMERALD-L-GRE-106	EMERALD-L-GRE-106
Emerald plaid pantsuit set-XL-Green-106	EMERALD-XL-GRE-106	EMERALD-XL-GRE-106

Isabella pinstriped 2 toned pantsuit-S-white-107

ISABELL-S-WHI-107

ISABELL-S-WHI-107

Isabella pinstriped 2 toned pantsuit-M-white-107

ISABELL-M-WHI-107

ISABELL-M-WHI-107

Isabella pinstriped 2 toned pantsuit-L-white-107

ISABELL-L-WHI-107

ISABELL-L-WHI-107

Isabella pinstriped 2 toned pantsuit-XL-white-107

ISABELL-XL-WHI-107

ISABELL-XL-WHI-107

Spr/Sum season March ,2021

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Reine Forte

Product Category	Product Name	Size	Color	Style#
FS Fashion	Femme Forte 2piece Suit	S	white	101
FS Fashion	Femme Forte 2piece Suit	L	white	101
FS Fashion	Femme Forte 2piece Suit	S	Green	102
FS Fashion	Femme Forte 2piece Suit	M	Green	102
FS Fashion	Femme Forte 2piece Suit	XI	Green	102
FS Fashion	Edgy Esther 2 piece Skirt set	S	Brown	103
FS Fashion	Edgy Esther 2 piece Skirt set	M	Brown	103
FS Fashion	Edgy Esther 2 piece Skirt set	XI	Brown	103
FS Fashion	Lady Lilac Trench and blazer dress	M	Purple	104
FS Fashion	Lady Lilac Trench and blazer dress	XI	Purple	104
FS Fashion	Reine Retro orange pantsuit set	S	Orange	105
FS Fashion	Reine Retro orange pantsuit set	M	Orange	105
FS Fashion	Reine Retro orange pantsuit set	L	Orange	105
FS Fashion	Emerald plaid pantsuit set w/ 2 toned jacket	S	Green	106
FS Fashion	Emerald plaid pantsuit set w/ 2 toned jacket	M	Green	106
FS Fashion	Emerald plaid pantsuit set w/ 2 toned jacket	L	Green	106
FS Fashion	Emerald plaid pantsuit set w/ 2 toned jacket	XI	Green	106
FS Fashion	Isabella pinstriped 2 toned pantsuit set	S	white	107
FS Fashion	Isabella pinstriped 2 toned pantsuit set	M	white	107
FS Fashion	Isabella pinstriped 2 toned pantsuit set	L	white	107
FS Fashion	Isabella pinstriped 2 toned pantsuit set	XI	white	107

Mar-21

Reine Forte Generated SKU Code & Product Explanation

Product Explanation	Generated SKU Code	Modified SKU Code
Femme Forte 2piece Suit-S-white-101	FEMMEFO-S-WHI-101	FEMMEFO-S-WHI-101
Femme Forte 2piece Suit-L-white-101	FEMMEFO-L-WHI-101	FEMMEFO-L-WHI-101
Femme Forte 2piece Suit-S-Green-102	FEMMEFO-S-GRE-102	FEMMEFO-S-GRE-102
Femme Forte 2piece Suit-M-Green-102	FEMMEFO-M-GRE-102	FEMMEFO-M-GRE-102
Femme Forte 2piece Suit-XL-Green-102	FEMMEFO-XL-GRE-102	FEMMEFO-XL-GRE-102
Edgy Esther 2 piece Skirt set-S-Brown-103	EDGYEST-S-BRO-103	EDGYEST-S-BRO-103
Edgy Esther 2 piece Skirt set-M-Brown-103	EDGYEST-M-BRO-103	EDGYEST-M-BRO-103
Edgy Esther 2 piece Skirt set-XL-Brown-103	EDGYEST-XL-BRO-103	EDGYEST-XL-BRO-103
Lady Lilac Trench and blazer dress-M-Purple-104	LADYLIL-M-PUR-104	LADYLIL-M-PUR-104
Lady Lilac Trench and blazer dress-XL-Purple-104	LADYLIL-XL-PUR-104	LADYLIL-XL-PUR-104
Reine Retro orange pantsuit set-S-Orange-105	REINERE-S-ORA-105	REINERE-S-ORA-105
Reine Retro orange pantsuit set-M-Orange-105	REINERE-M-ORA-105	REINERE-M-ORA-105
Reine Retro orange pantsuit set-L-Orange-105	REINERE-L-ORA-105	REINERE-L-ORA-105
Emerald plaid pantsuit set w/ 2 toned jacket-S-Green-106	EMERALD-S-GRE-106	EMERALD-S-GRE-106
Emerald plaid pantsuit set w/ 2 toned jacket-M-Green-106	EMERALD-M-GRE-106	EMERALD-M-GRE-106
Emerald plaid pantsuit set w/ 2 toned jacket-L-Green-106	EMERALD-L-GRE-106	EMERALD-L-GRE-106
Emerald plaid pantsuit set w/ 2 toned jacket-XL-Green-106	EMERALD-XL-GRE-106	EMERALD-XL-GRE-106
Isabella pinstriped 2 toned pantsuit set-S-white-107	ISABELL-S-WHI-107	ISABELL-S-WHI-107
Isabella pinstriped 2 toned pantsuit set-M-white-107	ISABELL-M-WHI-107	ISABELL-M-WHI-107
Isabella pinstriped 2 toned pantsuit set-L-white-107	ISABELL-L-WHI-107	ISABELL-L-WHI-107
Isabella pinstriped 2 toned pantsuit set-XL-white-107	ISABELL-XL-WHI-107	ISABELL-XL-WHI-107

Spr/Sum season April , 2021

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Reine Forte

Product Category	Product Name	Size	Color	Style#
FS Fashion	Femme Forte 2piece Suit	M	white	101
FS Fashion	Femme Forte 2piece Suit	L	white	101
FS Fashion	Femme Forte 2piece Suit	XL	White	101
FS Fashion	Femme Forte 2piece Suit	S	Green	102
FS Fashion	Femme Forte 2piece Suit	M	Green	102
FS Fashion	Femme Forte 2piece Suit	L	Green	102
FS Fashion	Edgy Esther 2 piece Skirt set	S	Brown	103
FS Fashion	Edgy Esther 2 piece Skirt set	L	Brown	103
FS Fashion	Edgy Esther 2 piece Skirt set	XL	Brown	103
FS Fashion	Lady Lilac Trench and blazer dress	XI	purple	104
FS Fashion	Reine Retro orange pantsuit set	S	Orange	105
FS Fashion	Reine Retro orange pantsuit set	M	Orange	105
FS Fashion	Emerald plaid pantsuit set w/ 2 toned jacket	S	Green	106
FS Fashion	Emerald plaid pantsuit set w/ 2 toned jacket	M	Green	106
FS Fashion	Emerald plaid pantsuit set w/ 2 toned jacket	L	Green	106
FS Fashion	Isabella pinstriped 2 toned pantsuit set	S	white	107
FS Fashion	Isabella pinstriped 2 toned pantsuit set	M	white	107
FS Fashion	Isabella pinstriped 2 toned pantsuit set	XI	white	107

Apr-21

Reine Forte Generated SKU Code & Product Explanation

Product Explanation	Generated SKU Code	Modified SKU Code
Femme Forte 2piece Suit-M-white-101	FEMMEFO-M-WHI-101	FEMMEFO-M-WHI-101
Femme Forte 2piece Suit-L-white-101	FEMMEFO-L-WHI-101	FEMMEFO-L-WHI-101
Femme Forte 2piece Suit-XL-White-101	FEMMEFO-XL-WHI-101	FEMMEFO-XL-WHI-101
Femme Forte 2piece Suit-S-Green-102	FEMMEFO-S-GRE-102	FEMMEFO-S-GRE-102
Femme Forte 2piece Suit-M-Green-102	FEMMEFO-M-GRE-102	FEMMEFO-M-GRE-102
Femme Forte 2piece Suit-L-Green-102	FEMMEFO-L-GRE-102	FEMMEFO-L-GRE-102
Edgy Esther 2 piece Skirt set-S-Brown-103	EDGYEST-S-BRO-103	EDGYEST-S-BRO-103
Edgy Esther 2 piece Skirt set-L-Brown-103	EDGYEST-L-BRO-103	EDGYEST-L-BRO-103
Edgy Esther 2 piece Skirt set-XL-Brown-103	EDGYEST-XL-BRO-103	EDGYEST-XL-BRO-103
Lady Lilac Trench and blazer dress-XI-purple-104	LADYLIL-XL-PUR-104	LADYLIL-XL-PUR-104
Reine Retro orange pantsuit set-S-Orange-105	REINERE-S-ORA-105	REINERE-S-ORA-105
Reine Retro orange pantsuit set-M-Orange-105	REINERE-M-ORA-105	REINERE-M-ORA-105
Emerald plaid pantsuit set w/ 2 toned jacket-S-Green-106	EMERALD-S-GRE-106	EMERALD-S-GRE-106
Emerald plaid pantsuit set w/ 2 toned jacket-M-Green-106	EMERALD-M-GRE-106	EMERALD-M-GRE-106
Emerald plaid pantsuit set w/ 2 toned jacket-L-Green-106	EMERALD-L-GRE-106	EMERALD-L-GRE-106
Isabella pinstriped 2 toned pantsuit set-S-white-107	ISABELL-S-WHI-107	ISABELL-S-WHI-107
Isabella pinstriped 2 toned pantsuit set-M-white-107	ISABELL-M-WHI-107	ISABELL-M-WHI-107
Isabella pinstriped 2 toned pantsuit set-XI-white-107	ISABELL-XL-WHI-107	ISABELL-XL-WHI-107

Spr/Sum season May , 2021

20

Reine Forte

Product Category	Product Name	Size	Color	Style#
FS Fashion	Femme Forte 2piece Suit	S	white	101
FS Fashion	Femme Forte 2piece Suit	M	white	101
FS Fashion	Femme Forte 2piece Suit	XL	White	101
FS Fashion	Femme Forte 2piece Suit	S	Green	102
FS Fashion	Femme Forte 2piece Suit	L	Green	102
FS Fashion	Femme Forte 2piece Suit	XI	Green	102
FS Fashion	Edgy Esther 2 piece Skirt set	S	Brown	103
FS Fashion	Edgy Esther 2 piece Skirt set	M	Brown	103
FS Fashion	Edgy Esther 2 piece Skirt set	XL	Brown	103
FS Fashion	Lady Lilac Trench and blazer dress	S	purple	104
FS Fashion	Lady Lilac Trench and blazer dress	M	purple	104
FS Fashion	Reine Retro orange pantsuit set	M	Orange	105
FS Fashion	Emerald plaid pantsuit set w/ 2 toned jacket	S	Green	106
FS Fashion	Emerald plaid pantsuit set w/ 2 toned jacket	M	Green	106
FS Fashion	Emerald plaid pantsuit set w/ 2 toned jacket	L	Green	106
FS Fashion	Isabella pinstriped 2 toned pantsuit set	S	white	107
FS Fashion	Isabella pinstriped 2 toned pantsuit set	M	white	107
FS Fashion	Isabella pinstriped 2 toned pantsuit set	XI	white	107

May-21

Reine Forte Generated SKU Code & Product Explanation

Product Explanation	Generated SKU Code	Modified SKU Code
Femme Forte 2piece Suit-S-white-101	FEMMEFO-S-WHI-101	FEMMEFO-S-WHI-101
Femme Forte 2piece Suit-L-white-101	FEMMEFO-L-WHI-101	FEMMEFO-L-WHI-101
Femme Forte 2piece Suit-XL-White-101	FEMMEFO-XL-WHI-101	FEMMEFO-XL-WHI-101
Femme Forte 2piece Suit-S-Green-102	FEMMEFO-S-GRE-102	FEMMEFO-S-GRE-102
Femme Forte 2piece Suit-L-Green-102	FEMMEFO-L-GRE-102	FEMMEFO-L-GRE-102
Femme Forte 2piece Suit-XL-Green-102	FEMMEFO-XL-GRE-102	FEMMEFO-XL-GRE-102
Edgy Esther 2 piece Skirt set-S-Brown-103	EDGYEST-S-BRO-103	EDGYEST-S-BRO-103
Edgy Esther 2 piece Skirt set-M-Brown-103	EDGYEST-M-BRO-103	EDGYEST-M-BRO-103
Edgy Esther 2 piece Skirt set-XL-Brown-103	EDGYEST-XL-BRO-103	EDGYEST-XL-BRO-103
Lady Lilac Trench and blazer dress-S-purple-104	LADYLIL-S-PUR-104	LADYLIL-S-PUR-104
Lady Lilac Trench and blazer dress-M-purple-104	LADYLIL-M-PUR-104	LADYLIL-M-PUR-104
Reine Retro orange pantsuit set-M-Orange-105	REINERE-M-ORA-105	REINERE-M-ORA-105
Emerald plaid pantsuit set w/ 2 toned jacket-S-Green-106	EMERALD-S-GRE-106	EMERALD-S-GRE-106
Emerald plaid pantsuit set w/ 2 toned jacket-M-Green-106	EMERALD-M-GRE-106	EMERALD-M-GRE-106
Emerald plaid pantsuit set w/ 2 toned jacket-L-Green-106	EMERALD-L-GRE-106	EMERALD-L-GRE-106
Isabella pinstriped 2 toned pantsuit set-S-white-107	ISABELL-S-WHI-107	ISABELL-S-WHI-107
Isabella pinstriped 2 toned pantsuit set-M-white-107	ISABELL-M-WHI-107	ISABELL-M-WHI-107
Isabella pinstriped 2 toned pantsuit set-XL-white-107	ISABELL-XL-WHI-107	ISABELL-XL-WHI-107

Spr/Sum season June , 2021

20

Reine Forte

Product Category	Product Name	Size	Color	Style#
FS Fashion	Femme Forte 2piece Suit	S	white	101
FS Fashion	Femme Forte 2piece Suit	M	white	101
FS Fashion	Femme Forte 2piece Suit	L	White	101
FS Fashion	Femme Forte 2piece Suit	XL	White	101
FS Fashion	Femme Forte 2piece Suit	M	Green	102
FS Fashion	Femme Forte 2piece Suit	L	Green	102
FS Fashion	Femme Forte 2piece Suit	XL	Green	102
FS Fashion	Edgy Esther 2 piece Skirt set	S	Brown	103
FS Fashion	Edgy Esther 2 piece Skirt set	M	Brown	103
FS Fashion	Edgy Esther 2 piece Skirt set	L	Brown	103
FS Fashion	Lady Lilac Trench and blazer dress	M	purple	104
FS Fashion	Reine Retro orange pantsuit set	S	Orange	105
FS Fashion	Reine Retro orange pantsuit set	XI	Orange	105
FS Fashion	Emerald plaid pantsuit set w/ 2 toned jacket	M	Green	106
FS Fashion	Emerald plaid pantsuit set w/ 2 toned jacket	L	Green	106
FS Fashion	Emerald plaid pantsuit set w/ 2 toned jacket	XI	Green	106
FS Fashion	Isabella pinstriped 2 toned pantsuit set	S	white	107
FS Fashion	Isabella pinstriped 2 toned pantsuit set	M	white	107
FS Fashion	Isabella pinstriped 2 toned pantsuit set	L	white	107
FS Fashion	Isabella pinstriped 2 toned pantsuit set	XI	white	107

Jun-21

Reine Forte Generated SKU Code & Product Explanation

Product Explanation	Generated SKU Code	Modified SKU Code
Femme Forte 2piece Suit-S-white-101	FEMMEFO-S-WHI-101	FEMMEFO-S-WHI-101
Femme Forte 2piece Suit-M-white-101	FEMMEFO-M-WHI-101	FEMMEFO-M-WHI-101
Femme Forte 2piece Suit-L-White-101	FEMMEFO-L-WHI-101	FEMMEFO-L-WHI-101
Femme Forte 2piece Suit-XL-White-101	FEMMEFO-XL-WHI-101	FEMMEFO-XL-WHI-101
Femme Forte 2piece Suit-M-Green-102	FEMMEFO-M-GRE-102	FEMMEFO-M-GRE-102
Femme Forte 2piece Suit-L-Green-102	FEMMEFO-L-GRE-102	FEMMEFO-L-GRE-102
Femme Forte 2piece Suit-XL-Green-102	FEMMEFO-XL-GRE-102	FEMMEFO-XL-GRE-102
Edgy Esther 2 piece Skirt set-S-Brown-103	EDGYEST-S-BRO-103	EDGYEST-S-BRO-103
Edgy Esther 2 piece Skirt set-M-Brown-103	EDGYEST-M-BRO-103	EDGYEST-M-BRO-103
Edgy Esther 2 piece Skirt set-L-Brown-103	EDGYEST-L-BRO-103	EDGYEST-L-BRO-103
Lady Lilac Trench and blazer dress-M-purple-104	LADYLIL-M-PUR-104	LADYLIL-M-PUR-104
Reine Retro orange pantsuit set-S-Orange-105	REINERE-S-ORA-105	REINERE-S-ORA-105
Reine Retro orange pantsuit set-Xl-Orange-105	REINERE-XL-ORA-105	REINERE-XL-ORA-105
Emerald plaid pantsuit set w/ 2 toned jacket-M-Green-106	EMERALD-M-GRE-106	EMERALD-M-GRE-106
Emerald plaid pantsuit set w/ 2 toned jacket-L-Green-106	EMERALD-L-GRE-106	EMERALD-L-GRE-106
Emerald plaid pantsuit set w/ 2 toned jacket-Xl-Green-106	EMERALD-XL-GRE-106	EMERALD-XL-GRE-106
Isabella pinstriped 2 toned pantsuit set-S-white-107	ISABELL-S-WHI-107	ISABELL-S-WHI-107
Isabella pinstriped 2 toned pantsuit set-M-white-107	ISABELL-M-WHI-107	ISABELL-M-WHI-107
Isabella pinstriped 2 toned pantsuit set-L-white-107	ISABELL-L-WHI-107	ISABELL-L-WHI-107
Isabella pinstriped 2 toned pantsuit set-Xl-white-107	ISABELL-XL-WHI-107	ISABELL-XL-WHI-107

Spr/Sum season July , 2021					20
Reine Forte					
Product Category	Product Name	Size	Color	Style #	
FS Fashion	Femme Forte 2piece Suit	L	white	101	
FS Fashion	Femme Forte 2piece Suit	XL	white	101	
FS Fashion	Femme Forte 2piece Suit	S	Green	102	
FS Fashion	Femme Forte 2piece Suit	XL	Green	102	
FS Fashion	Edgy Esther 2 piece Skirt set	S	Brown	103	
FS Fashion	Edgy Esther 2 piece Skirt set	M	Brown	103	
FS Fashion	Edgy Esther 2 piece Skirt set	L	Brown	103	
FS Fashion	Edgy Esther 2 piece Skirt set	XL	Brown	103	
FS Fashion	Lady Lilac Trench and blazer dress	M	purple	104	
FS Fashion	Lady Lilac Trench and blazer dress	L	purple	104	
FS Fashion	Lady Lilac Trench and blazer dress	XL	purple	104	
FS Fashion	Reine Retro orange pantsuit set	S	Orange	105	
FS Fashion	Reine Retro orange pantsuit set	XL	Orange	105	
FS Fashion	Emerald plaid pantsuit set w/ 2 toned jacket	M	Green	106	
FS Fashion	Emerald plaid pantsuit set w/ 2 toned jacket	L	Green	106	
FS Fashion	Emerald plaid pantsuit set w/ 2 toned jacket	XL	Green	106	
FS Fashion	Isabella pinstriped 2 toned pantsuit set	S	white	107	
FS Fashion	Isabella pinstriped 2 toned pantsuit set	M	white	107	
FS Fashion	Isabella pinstriped 2 toned pantsuit set	L	white	107	

Jul-21

Reine Forte Generated SKU Code & Product Explanation

Product Explanation	Generated SKU Code	Modified SKU Code
Femme Forte 2piece Suit-L-white-101	FEMMEFO-L-WHI-101	FEMMEFO-L-WHI-101
Femme Forte 2piece Suit-M-white-101	FEMMEFO-M-WHI-101	FEMMEFO-M-WHI-101
Femme Forte 2piece Suit-S-Green-102	FEMMEFO-S-GRE-102	FEMMEFO-S-GRE-102
Femme Forte 2piece Suit-XL-Green-102	FEMMEFO-XL-GRE-102	FEMMEFO-XL-GRE-102
Edgy Esther 2 piece Skirt set-S-Brown-103	EDGYEST-S-BRO-103	EDGYEST-S-BRO-103
Edgy Esther 2 piece Skirt set-M-Brown-103	EDGYEST-M-BRO-103	EDGYEST-M-BRO-103
Edgy Esther 2 piece Skirt set-L-Brown-103	EDGYEST-L-BRO-103	EDGYEST-L-BRO-103
Edgy Esther 2 piece Skirt set-XL-Brown-103	EDGYEST-XL-BRO-103	EDGYEST-XL-BRO-103
Lady Lilac Trench and blazer dress-M-purple-104	LADYLIL-M-PUR-104	LADYLIL-M-PUR-104
Lady Lilac Trench and blazer dress-L-purple-104	LADYLIL-L-PUR-104	LADYLIL-L-PUR-104
Lady Lilac Trench and blazer dress-XL-purple-104	LADYLIL-XL-PUR-104	LADYLIL-XL-PUR-104
Reine Retro orange pantsuit set-S-Orange-105	REINERE-S-ORA-105	REINERE-S-ORA-105
Reine Retro orange pantsuit set-XI-Orange-105	REINERE-XL-ORA-105	REINERE-XL-ORA-105
Emerald plaid pantsuit set w/ 2 toned jacket-M-Green-106	EMERALD-M-GRE-106	EMERALD-M-GRE-106
Emerald plaid pantsuit set w/ 2 toned jacket-L-Green-106	EMERALD-L-GRE-106	EMERALD-L-GRE-106
Emerald plaid pantsuit set w/ 2 toned jacket-XI-Green-106	EMERALD-XL-GRE-106	EMERALD-XL-GRE-106
Isabella pinstriped 2 toned pantsuit set-S-white-107	ISABELL-S-WHI-107	ISABELL-S-WHI-107
Isabella pinstriped 2 toned pantsuit set-M-white-107	ISABELL-M-WHI-107	ISABELL-M-WHI-107
Isabella pinstriped 2 toned pantsuit set-L-white-107	ISABELL-L-WHI-107	ISABELL-L-WHI-107

Stock Keeping Unit Breakdown

Spring and summer are the seasons of floral colors, pastels, white, and bright vivid colors. Textiles are usually lightweight and breathable. Reine Forte's choice of textiles were expertly selected to complement the change of season allowing our target consumers to enjoy the versatility of our designs. Whether long-sleeved or short during the cool spring season and hot summer seasons, our suits are perfect for any season.

February: The month of February is the month in which we introduced our Spring and Summer collection at Reine Forte. Consumers were able to take advantage of our fully stocked store which featured a variety of new styles for the Spring and the summer of 2021. Our goal is to offer a huge selection of sizes in all styles, so we may be able to document which ones are our consumers favorite.

March: March gave us insight on which styles would be a consumer favorite. We were able to determine which styles sold the fastest and which would not sell at all. Our Femme Forte Pantsuit in white, became an instant hit. Sizes small and large were the only sizes left in stock. The Lady Lilac trench blazer dress was a big hit as well. These two styles are two of our warmer styles which is meant to be worn in cool spring climates.

April: During the month of April, Femme Forte, and Lady Lilac continues to be a fan favorite. Our market is slowly increasing and more buyers are shopping, allowing us to see a low shortage of stocks due to the increase in shoppers. Our goal is to continue to increase shopping activities and make sure we are able to sell our products before they become obsolete. By doing so, we will place markdowns on a few items such as, Reine Retro and Edgy Esther, which will ensure that we will sell fast before the summer is over.

May: Our Spring/Summer Collection 2021 continues to rapidly fly off the shelves. Femme Forte and Lady Lilac still leads as a fan favorite. Our Reine Retro style, however, exhibited major improvements in sales. Our idea to

markdown that particular style proved to be triumphant. Reine Retro was almost sold out but Edgy Esther did not do so well. We are now more focused than ever to sell our summer appropriate styles before the winter.

June: Looking back on our prior months we've noticed that Femme Forte has remained one of our top sellers and this month it was no different. Although Femme Forte was doing well we moved Lady Lilac and Emerald up closer to the entrance of the store. Their bright colors will catch more of our consumers' eyes, and get them in the mood for summer.

July: July wasn't one of our strong months, which had a lot to do with the weather. With selling business suits a decline in the hotter months is to be expected. Femme Forte remains to be our top seller along with Isabella. During the summer time it's important that we pay attention to selling some of our lighter weight suits. One of our signature ways of attracting new and loyal customers in our stores is offering refreshments. This allows for new customers to take a look around, and our loyal customers to stop in and say hi.



Math Portion

Open to buy for each month:

<p>February</p> <p>Planned sales: \$300,000 + Planned reductions: \$20,000 +Planned EOM Stock: \$200,000 = Total monthly needs: \$520,000 -BOM Stock: \$160,000 =Planned purchases: \$360,000 -Merchandise on order: \$125,000 =Open to buy (At Retail): \$235,000</p>	<p>March</p> <p>Planned sales: \$200,000 + Planned reductions: \$26,000 +Planned EOM Stock: \$80,000 = Total monthly needs: \$306,000 -BOM Stock: \$200,000 =Planned purchases: \$106,000 -Merchandise on order: \$15,000 =Open to buy (At Retail): 91,000</p>	<p>April</p> <p>Planned sales: \$300,000 + Planned reductions: \$31,000 +Planned EOM Stock: \$110,000 = Total monthly needs: \$441,000 -BOM Stock: \$80,000 =Planned purchases: \$361,000 -Merchandise on order: \$145,000 =Open to buy (At Retail): \$216,000</p>
<p>May</p> <p>Planned sales: \$200,000 + Planned reductions: \$17,000 +Planned EOM Stock: \$90,000 = Total monthly needs: \$307,000 -BOM Stock: \$110,000 =Planned purchases: \$197,000 -Merchandise on order: \$35,000 =Open to buy (At Retail): \$162,000</p>	<p>June</p> <p>Planned sales: \$400,000 + Planned reductions: \$46,000 +Planned EOM Stock: \$210,000 = Total monthly needs: \$656,000 -BOM Stock: \$90,000 =Planned purchases: \$566,000 -Merchandise on order: \$170,000 =Open to buy (At Retail): \$396,000</p>	<p>July</p> <p>Planned sales: \$250,000 + Planned reductions: \$50,000 +Planned EOM Stock: \$70,000 = Total monthly needs: \$370,000 -BOM Stock: \$210,000 =Planned purchases: \$160,000 -Merchandise on order: \$24,000 =Open to buy (At Retail): \$136,000</p>

Average monthly sales: \$275,000

Average markdown on order: \$85,666.67

Markdown percentage for each month: 4%

After careful analysis of the economic data from the U. S. Government Reine Forte store set a sales plan increase for the next season (Feb.- July) of 6.2%. Based on this year's sales plan what is the company's new projected sales plan for the next season?

Based on this year's sales plan, the company's new projected sales plan for the next season is \$1,752,300. The effects of this outcome on our retail operation will only go up from here with our addition of new lines. This increase will be beneficial, allowing us to be more creative and incorporate more lines as the seasons change. But most of all this will allow us to present our target market with beautiful and elegant silhouettes. This will also allow us to source more organic and environmentally friendly fabrics. Most of our target market is trendy but also very self and environmentally aware. With sourcing more organic fabrics this will give our consumers a peace of mind when they shop at Reine Forte. This new addition will also allow Reine Forte to gain more of a profit, people tend to spend a little more when they hear the word "organic." This among our other ideas in the works will benefit both the consumer and the progression of Reine Forte.

In the prior year's same sales period the Reine Forte store had actual sales of \$1,820,000.00. What was the increase/decrease for the sales period and suggest reasons for the change from one season to the next.

The increase for the sales period is \$67,700. There are reasons why changes are prevalent between one season to the next. One being our new lines we incorporated this season as well as our promotions. We were adamant on advertising and marketing this time around. Throughout our Spring/Summer 2021 season the sales fluctuated based on the month. February was one of our months that we profited the most at \$235,000. This may have something to do with the new year. More and more people get that extra push to start that business they have always wanted to start. Or throw out those old clothes in the back of their closets. Giving your closet and your life that extra boost to demand the day. Most people buy new clothes in the beginning of the year then start to die down. Our profits decreased in March, April and May our lowest. Then our profit heavily increases in June to \$396,000, although our clothing is business wear, you can wear our suits to weddings, parties, and/or ceremonies. These events take place more often in June than any other month. In July our profits dropped back down to \$136,000, the weather gets warmer and everyone is trying to wear the least amount of clothes possible. Nobody is excited or thrilled to be wearing a two-piece suit in the summer.

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