



*Alexandria Lewis-Hawthorne*

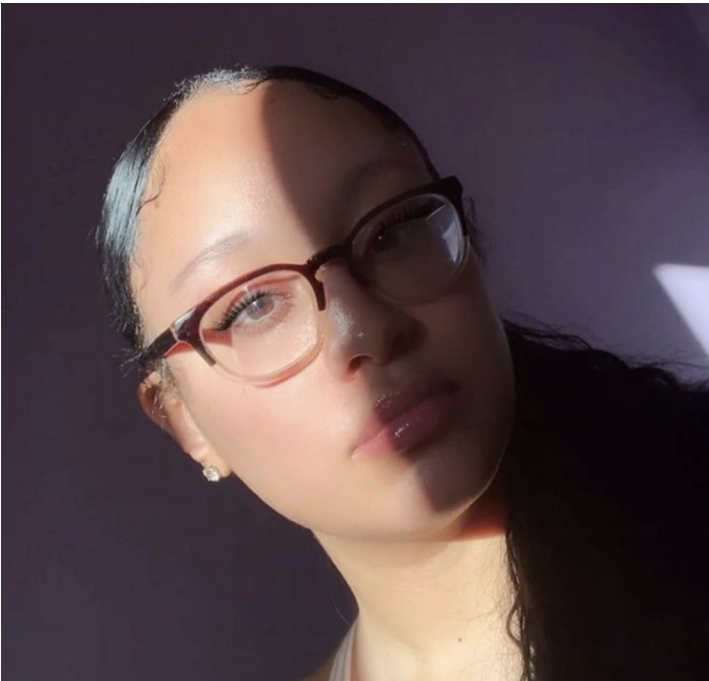
*Deborah Aderounmu*

*Myaani Colar*

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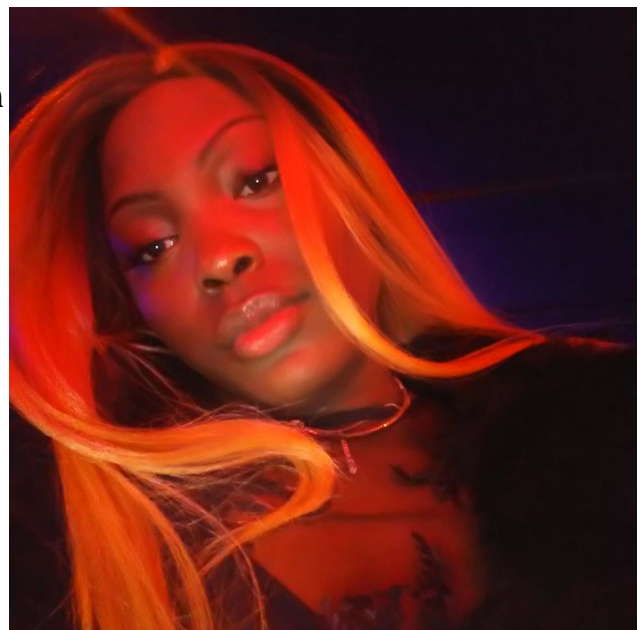
## Portfolio: Group Members



Alexandria Lewis-Hawthorne is a Fashion Merchandiser who graduated from New York City College of Technology with a Baccalaureate degree in Business and Technology of Fashion. She has contributed to the target market and V.A.L.S. She has also created the floor plan for ADM Intimates and has created sketches for the collection. She has also constructed the abstract.

Along with finding a location for the ADM Intimates with her teammates, choosing color, fabric, and finding fabric prices, she was able to complete SKUs for February and March.

Myaani Colar is a Fashion Designer and Merchandiser who graduated from New York City College of Technology with a Baccalaureate degree in Business and Technology of Fashion. She has contributed to creating Mood Board, Swatch Boards and sketches for ADM Intimates. Myaani has also teamed with her partners with creating



styles ,picking fabrics, store front and floor plans. Myaani has also contributed to working on the manufacturing process. Myaani has conducted SKU'S for the months of June and July.



Deborah Aderounmu is a Fashion designer and Merchandiser who graduated from the New York City College of Technology with a Baccalaureate degree in the Business and Technology of Fashion. In this project she worked on the target market and V.A.L.s and also created sketches for the distribution.

Adding to the list of color, fabric and size chart working with her teammates, she was able to create the SKU for the months of April and May. She also focused on manufacturing, and worked on Part B & C of the project.

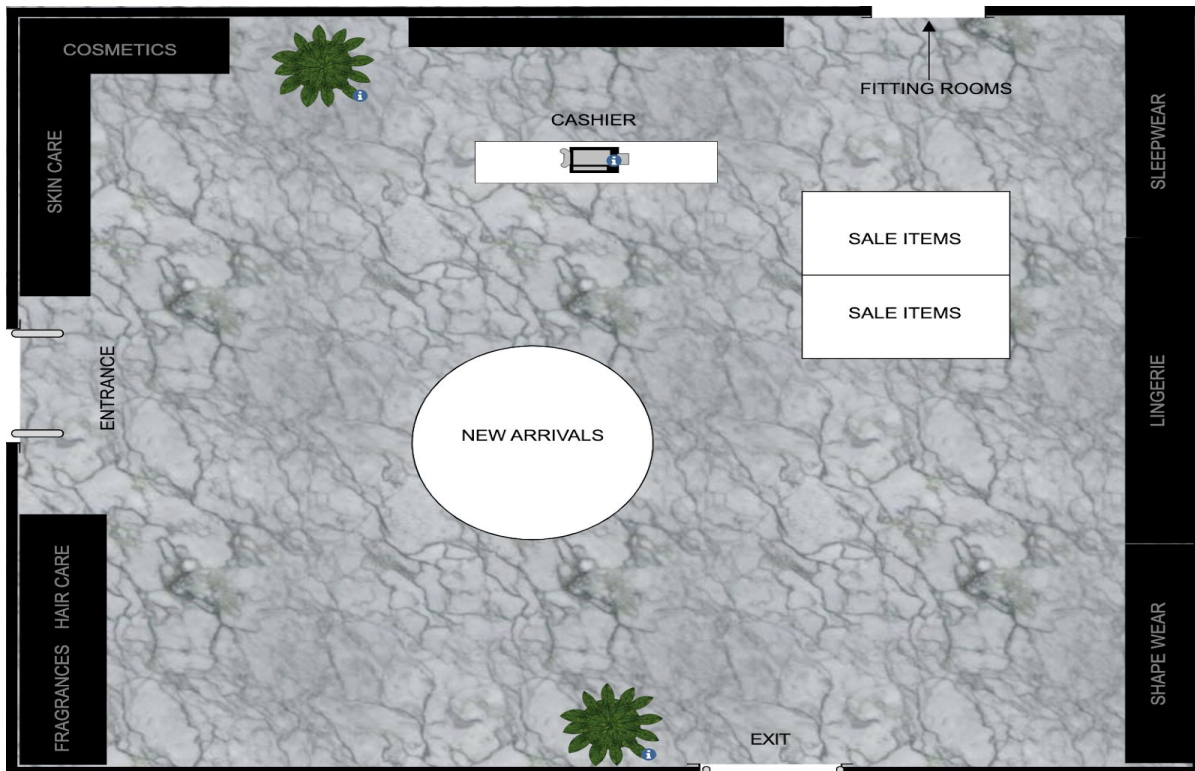
# Abstract

In today's highly competitive consumer marketplace, consumer demands are on the rise. Our private label, ADM focuses on apparel that brings a unique perspective to fashion whilst satisfying the consumer demand. We are a conscious brand that takes pride in providing and specializing in sustainable and ethical apparel. ADM wants everyone to feel beautiful, empowered, and comfortable. Also, our brand is all-inclusive, so we will also have collections consisting of cosmetics, skincare, fragrances, and hair care.

ADM will showcase a lingerie/sleepwear collection for the Spring/Summer season 2021. Enclosed is a created floor plan and a picture of the storefront for the location. ADM has calculated open to buy for each month from February to July. We also came up with sketches and curated designs to give a glimpse of what's offered from our store, ADM Intimates. Individual SKUs for all items are also available.



# Storefront / Floor Plan



Store Location: 2801 Main Street, Santa Monica, CA 90405

Space: 1,400 sq ft

This location provides great visibility for consumers because it is in close proximity to the beach and Downtown Santa Monica which is a very popular area. Some nearby places are Starbucks, Lula Cocina Mexicana, and Jameson's Irish Pub. There's huge daily pedestrian and automobile traffic. The area is high income with strong demographics and an extensive, diverse mix of retailers.

<http://www.admintimates.com>



**Contact:** (310) 735-0457

[customerservice@adm.com](mailto:customerservice@adm.com)



# TARGET MARKET.

With two-thirds of US women wearing a D-cup or larger, it's no secret that the intimates industry has been undeserving a large segment of the population by offering limited selection and sizes, overly sexualized, and/or matronly styles with heavy construction. In addition, women are all too often forced into the wrong bra size so as to fit into industry norms. As a result, 8 out of 10 women continue to wear the wrong bra size. All of this has resulted in many women feeling punished for being "not normal."

Our store will carry sleepwear, lingerie, and shapewear. It will be catered to women from ages 18 to 35 and 35 to 60. The brand is set about creating the kind of intimates that are: feminine and fun, with understated shapes for a stylish aesthetic, in fashion-forward combinations of vibrant colors, whether girly, sophisticated or bold. We want everyone to feel beautiful, empowered, and comfortable. Also, our brand is all-inclusive, so we will also have collections consisting of cosmetics, skincare, fragrances, and hair care. We focus on building trust, and a solid reputation for great customer service.

As stated earlier, ADM is all about comfort and empowerment. We have passion for making other women feel good in the skin they're in. Rihanna's brand, Savage X Fenty is a brand that has given much inspiration. So that was another reason why we chose to dive into the lingerie business.

## *Our Values, Attitude, and Lifestyle (VALS): experiencers and survivors*

We consider our consumers from ages 18 to 35 to be experiencers who are early adopters who spend heavily on food, clothing and other youthful products and services. Mostly characterized by young adults, it consists of people who want to experience being different: are first in and first out of trend adoption, love physical activity (are sensation seeking), see themselves as very sociable, are spontaneous and also have a heightened sense of visual stimulation. This group of



people are motivated by self-expression. Young, enthusiastic, and impulsive consumers, their energy finds an outlet in exercise, sports, outdoor recreation, and social activities. Experiencers are avid consumers and spend a comparatively high proportion of their income on fashion, entertainment, and socializing.

Income Range	Percentage
\$0-50k	10%
\$50k-\$100k	23%
\$100k-150k	36%
\$150k- +	31%

As far as the consumers between ages 35 to 60, the survivors, living off basic necessities, live narrowly focused lives because they have few resources with which to cope. They are comfortable with the familiar and are primarily concerned with safety and security. Because they must focus on meeting needs rather than fulfilling desires, Survivors do not show a strong primary motivation. Survivors are cautious consumers. They represent a very modest market for most products and services. They are loyal to favorite brands, especially if they can purchase them at a discount.

## SKETCHES

The following are some of the sketches that were added to *ADM* store throughout the Spring/Summer 2021 season.

*Figure I:*

*This is a two piece, made with sueded silk*

*Charmeuse in Old Rose, 100% silk*

*This silk charmeuse features a sueded look, obtained by sand-washing the fabric to give it a slightly matte finish.*

*This silk is lined with a silk rayon burn-out velvet on the tip of the bra and panties*

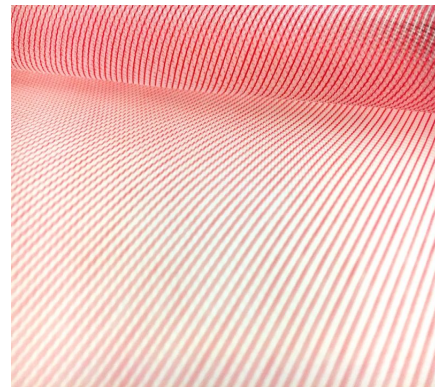


*Figure II is a one piece*

*Italian Nylon Blend Mesh in Red*

*Made In Italy*

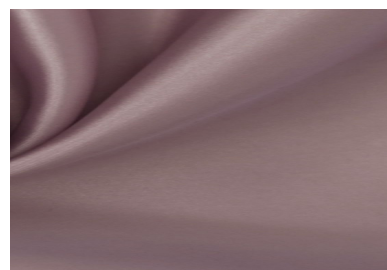
*91% Nylon / 9% Polyester*



*Figure III is a mesh bodysuit in Carnation made with 88% nylon, 12% spandex. The bodysuit features a lining, lace and bow details on arms and garter straps.*



*Figure IV is a satin charmeuse slip nightgown in Orchid. It has bow details on both the straps and on each side on the bottom. 100% polyester*







*Figure V is a beaded Chantilly lace bodysuit in Navy. The lining of the bodysuit is made out of a cream mesh. The bodysuit consists of French Lace with hand sewn beading. Perfect outfit for special occasions such as Weddings and Anniversaries.  
50% Nylon 50% Rayon with Beading*



*Figure VI is a Wine Red Bodysuit. The fabrics consist of red chantilly lace and a Nylon stretch mesh. The bra has wire boning An invisible zipper is placed in the back seam for fit and comfort. 50% Nylon 50% Rayon*



Spring

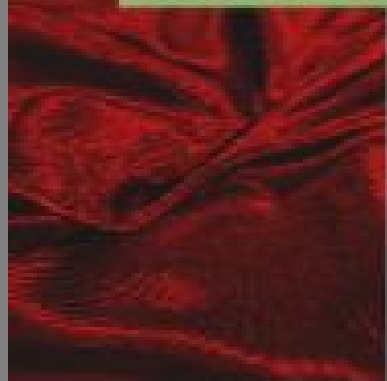


2021





## Swatch Board: Spring



Sp Adobe Spe

## *Fabrics*

ADM uses eco-friendly and recycled fabrics.

Fabric	Prices in Bulk (Per Yard)
Cotton (Sateen, Batiste, Ultra Sateen )	\$7.99
Lace (Chantilly, Alecon, Metallic Chantilly, Embroidered, Beaded chantilly, Cotton Rayon, Cotton blend, Guipure, Applique)	\$5.99 - \$13.99
Silk (Chiffon, Rayon, Satin, Metallic coated)	\$ 2.99
Italian Nylon Blend Mesh	\$42.95
Silk Charmeuse (Sueded)	\$42.95
Satin Charmeuse	\$3.99
Nylon (Spandex)	\$ 8.99
Mesh (Net, Nylon Polyester)	\$3.99
Polyester and Cotton Batiste	\$6.99
Beaded Lace	\$58.99
Satin (Crepe)	\$2.99



Tulle	\$8.00
Chiffon	\$2.49
Velvet	\$24.99
Organza	\$2.49

## Colors

1. Red - 010
2. Burnt Orange - 011
3. Cream -012
4. Orchid - 013
5. Myrtle - 014
6. Vapor Blue - 015
7. White - 016
8. Chestnut - 017
9. Calypso Coral -018
10. Limelight - 019
11. Sunflower -020
12. Biscay Bay - 021
13. Tawny Port -022
14. Dusk - 023

- 15. Summer Shower - 024
- 16. Fuchsia Purple - 025
- 17. Sulphur Spring - 026
- 18. Bright Marigold - 027
- 19. Travertine - 028
- 20. Old Rose - 029
- 21. Shimmering Cooper - 030

## WOMEN'S

SIZE	BUST	WAIST	HIPS	SHORT SLEEVE	LONG SLEEVE
XS (0/2)	31" - 33"	24" - 26"	33" - 35"	7"	24 1/4"
S (4/6)	33" - 35"	27" - 29"	36" - 37"	7 1/4"	24 1/2"
M (8/10)	35" - 37"	30" - 32"	38" - 39"	7 1/2"	24 3/4"
L (12/14)	37" - 40"	33" - 36"	40" - 42"	7 3/4"	24 7/8"
XL (16/18)	41" - 44"	38" - 41"	42" - 46"	8"	25"
XXL (20/22)	44" - 47"	42" - 45"	47" - 50"	8 1/4"	25 1/8"

*ADM Intimates*  
 offers sizes  
 ranging from  
 2-24XS-XXL  
 We break all

the rules by taking realistic measurements of women, not mannequins or only eurocentric body shapes.

## SKU

ADM is already stocked with merchandise we sell, and overall the retail is valued as \$1,236,000. Hence, we have stocked up our store with \$618,000 worth of merchandise for the 2021 six-month season via the quality, style, textile, colors, sizes, and quantities that will be outlined and used in this SKU section.

Month	Cost
February	\$110,000
March	\$98,850
April	\$98,850
May	\$98,850
June	\$105,700
July	\$105,750
	Total = \$618,000

The following is the breakdown of the items, item number and color that was used to make the SKU for Spring/Summer 2021. Other colors (listed above) would also be added to the store each month all adding up to the cost listed above. More money/items was allocated to February because of Valentines day, and more in June and July because of weddings.

### February

- 01234- Beaded Chantilly Lace bodysuit (010-Red)
- 01235- Mesh Bralette (018-Calypso Coral)
- 01236- Lacy Crop Cami & Panty Set (025-Fuchsia Purple)
- 01237- Fishnet and Lace Unlined Demi Bra (016-White)

### March

- 01238- Nylon Chantilly Lace Bodysuit (026-Sulphur Spring)
- 01239- Chiffon Slip Dress (027-Bright Marigold)
- 01240- Lace Bustier (019-Limelight)
- 01241- Embroidered Floral Cheeky (023-Dusk)

April

- 01242- satin charmeuse slip (019-limelight)
- 01243- Metallic chantilly lace two piece (022-Tawny Port)
- 01244- Tulle Bodysuit (011-burnt orange)
- 01245- Italian nylon blend mesh (021-Biscay Bay)

May

- 01246- Lace and bows mesh bodysuit (014-Myrtle)
- 01247- Applique lace underwire (026-Sulphur spring)
- 01248- Guipure lace (018-Calypso Coral)
- 01249- Sueded silk Charmeuse (023-dusk)

June

- 01250- Mesh one piece (015-Vapor Blue)
- 01251- Ruffled Lace Garter(016-White)
- 01252- Very Sexy Lace Cut Out (017-Chestnut)
- 01253- Lace Balconette Bra(028-Travertine)

July

- 01254- Burn-out velvet two-piece (029-old rose)
- 01255- Satin Bride Robe (024-summer shower)
- 01256- Bridal Party Pajama Set(012-cream)
- 01257- Alecon (030-Shimmering Cooper)

**FEBRUARY**

Style #	Size	Season	Color	SKU	IRN
01234	XS	Spring 2021	010-Red	01234/XS/Sprin/010	001
01234	S	Spring 2021	010-Red	01234/XS/Sprin/010	002
01234	S	Spring 2021	010-Red	01234/S/Sprin/010	003
01234	M	Spring 2021	010-Red	01234/M/Sprin/010	004
01234	M	Spring 2021	010-Red	01234/M/Sprin/010	005
01234	M	Spring 2021	010-Red	01234/M/Sprin/010	006
01234	M	Spring 2021	010-Red	01234/M/Sprin/010	007
01234	L	Spring 2021	010-Red	01234/L/Sprin/010	008
01234	L	Spring 2021	010-Red	01234/M/Sprin/010	009
01234	L	Spring 2021	010-Red	01234/M/Sprin/010	010
01234	XL	Spring 2021	010-Red	01234/XL/Sprin/010	011
01234	XXL	Spring 2021	010-Red	01234/XXL/Sprin/010	012
01235	XS	Spring 2021	018-Calypso Coral	01235/XS/Sprin/018	013

01235	M	Spring 2021	018-Calypso Coral	01235/M/Sprin/018	015
01235	L	Spring 2021	018-Calypso Coral	01235/L/Sprin/018	016
01235	XL	Spring 2021	018-Calypso Coral	01235/XL/Sprin/018	017
01235	XXL	Spring 2021	018-Calypso Coral	01235/XXL/Sprin/018	018
01236	XS	Spring 2021	025-Fuchsia Purple	01236/XS/Sprin/025	019
01236	S	Spring 2021	025-Fuchsia Purple	01236/S/Sprin/025	020
01236	M	Spring 2021	025-Fuchsia Purple	01236/M/Sprin/025	021
01236	L	Spring 2021	025-Fuchsia Purple	01236/L/Sprin/025	022
01236	XL	Spring 2021	025-Fuchsia Purple	01236/XL/Sprin/025	023
01236	XXL	Spring 2021	025-Fuchsia Purple	01236/XXL/Sprin/025	024
01237	XS	Spring 2021	016-White	01237/XS/Sprin/016	025
01237	S	Spring 2021	016-White	01237/S/Sprin/016	026
01237	M	Spring 2021	016-White	01237/M/Sprin/016	027
01237	L	Spring 2021	016-White	01237/L/Sprin/016	028
01237	XL	Spring 2021	016-White	01237/XL/Sprin/016	029
01237	XXL	Spring 2021	016-White	01237/XXL/Sprin/016	030

## **MARCH**

Style #	Size	Season	Color	SKU	IRN
01238	XS	Spring 2021	026-Sulphur Spring	01238/XS/Sprin/026	001
01238	S	Spring 2021	026-Sulphur Spring	01238/S/Sprin/026	002
01238	M	Spring 2021	026-Sulphur Spring	01238/M/Sprin/026	003
01238	L	Spring 2021	026-Sulphur Spring	01238/L/Sprin/026	004
01238	XL	Spring 2021	026-Sulphur Spring	01238/XL/Sprin/026	005
01238	XXL	Spring 2021	026-Sulphur Spring	01238/XXL/Sprin/026	006
01239	XS	Spring 2021	027-Bright Marigold	01239/XS/Sprin/027	007
01239	S	Spring 2021	027-Bright Marigold	01239/S/Sprin/027	008
01239	M	Spring 2021	027-Bright Marigold	01239/M/Sprin/027	009
01239	L	Spring 2021	027-Bright Marigold	01239/L/Sprin/027	010
01239	XL	Spring 2021	027-Bright Marigold	01239/XL/Sprin/027	011
01239	XXL	Spring 2021	027-Bright Marigold	01239/XXL/Sprin/027	012
01240	XS	Spring 2021	019-Limelight	01240/XS/Sprin/019	013
01240	S	Spring 2021	019-Limelight	01240/S/Sprin/019	014
01240	M	Spring 2021	019-Limelight	01240/M/Sprin/019	015
01240	L	Spring 2021	019-Limelight	01240/L/Sprin/019	016

01240	XL	Spring 2021	019-Limelight	01240/XL/Sprin/019	017
01240	XXL	Spring 2021	019-Limelight	01240/XXL/Sprin/019	018
01241	XS	Spring 2021	023-Dusk	01241/XS/Sprin/023	019
01241	S	Spring 2021	023-Dusk	01241/S/Sprin/023	020
01241	M	Spring 2021	023-Dusk	01241/M/Sprin/023	021
01241	L	Spring 2021	023-Dusk	01241/L/Sprin/023	022
01241	XL	Spring 2021	023-Dusk	01241/XL/Sprin/023	023
01241	XXL	Spring 2021	023-Dusk	01241/XXL/Sprin/023	024

## APRIL

Stye #	Size	Season	Color	SKU	IRN
01242	XS	Spring 2021	019-Limelight	01242/XS/Sprin/019	001
01242	S	Spring 2021	019-Limelight	01242/S/Sprin/019	002
01242	M	Spring 2021	019-Limelight	01242/M/Sprin/019	003
01242	L	Spring 2021	019-Limelight	01242/L/Sprin/019	004
01242	XL	Spring 2021	019-Limelight	01242/XL/Sprin/019	005
01242	XXL	Spring 2021	019-Limelight	01242/XXL/Sprin/019	006
01243	XS	Spring 2021	022-Tawny Port	01243/XS/Sprin/022	007
01243	S	Spring 2021	022-Tawny Port	01243/S/Sprin/022	008
01243	M	Spring 2021	022-Tawny Port	01243/M/Sprin/022	009
01243	L	Spring 2021	022-Tawny Port	01243/L/Sprin/022	010
01243	XL	Spring 2021	022-Tawny Port	01243/XL/Sprin/022	011
01243	XXL	Spring 2021	022-Tawny Port	01243/XXL/Sprin/022	012
01244	XS	Spring 2021	011-Burnt Orange	01244/XS/Sprin/011	013
01244	S	Spring 2021	011-Burnt Orange	01244/S/Sprin/011	014
01244	M	Spring 2021	011-Burnt Orange	01244/M/Sprin/011	015
01244	L	Spring 2021	011-Burnt Orange	01244/L/Sprin/011	016
01244	XL	Spring 2021	011-Burnt Orange	01244/XL/Sprin/011	017
01244	XXL	Spring 2021	011-Burnt Orange	01244/XXL/Sprin/011	018
01245	XS	Spring 2021	021-Biscay Bay	01245/XS/Sprin/021	019
01245	S	Spring 2021	021-Biscay Bay	01245/S/Sprin/021	020
01245	M	Spring 2021	021-Biscay Bay	01245/M/Sprin/021	021
01245	L	Spring 2021	021-Biscay Bay	01245/L/Sprin/021	022
01245	XL	Spring 2021	021-Biscay Bay	01245/XL/Sprin/021	023
01245	XXL	Spring 2021	021-Biscay Bay	01245/XXL/Sprin/021	024

## MAY

Style #	Size	Season	Color	SKU	IRN
01246	XS	Spring 2021	014-Myrtle	01246/XS/Sprin/014	001
01246	S	Spring 2021	014-Myrtle	01246/S/Sprin/014	002
01246	M	Spring 2021	014-Myrtle	01246/M/Sprin/014	003
01246	L	Spring 2021	014-Myrtle	01246/L/Sprin/014	004
01246	XL	Spring 2021	014-Myrtle	01246/XL/Sprin/014	005
01246	XXL	Spring 2021	014-Myrtle	01246/XXL/Sprin/014	006
01247	XS	Spring 2021	026-Sulphur spring	01247/XS/Sprin/026	007
01247	S	Spring 2021	026-Sulphur spring	01247/S/Sprin/026	008
01247	M	Spring 2021	026-Sulphur spring	01247/M/Sprin/026	009
01247	L	Spring 2021	026-Sulphur spring	01247/L/Sprin/026	010
01247	XL	Spring 2021	026-Sulphur spring	01247/XL/Sprin/026	011
01247	XXL	Spring 2021	026-Sulphur spring	01247/XXL/Sprin/026	012
01248	XS	Spring 2021	018-Calypto Coral	01248/XS/Sprin/018	013
01248	S	Spring 2021	018-Calypto Coral	01248/S/Sprin/018	014
01248	M	Spring 2021	018-Calypto Coral	01248/M/Sprin/018	015
01248	L	Spring 2021	018-Calypto Coral	01248/L/Sprin/018	016
01248	XL	Spring 2021	018-Calypto Coral	01248/XL/Sprin/018	017
01248	XXL	Spring 2021	018-Calypto Coral	01248/XXL/Sprin/018	018
01249	XS	Spring 2021	023-Dusk	01249/XS/Sprin/023	019
01249	S	Spring 2021	023-Dusk	01249/S/Sprin/023	020
01249	M	Spring 2021	023-Dusk	01249/M/Sprin/023	021
01249	L	Spring 2021	023-Dusk	01249/L/Sprin/023	022
01249	XL	Spring 2021	023-Dusk	01249/XL/Sprin/023	023
01249	XXL	Spring 2021	023-Dusk	01249/XXL/Sprin/023	024

## JUNE

Style #	Size	Season	Color	SKU	IRN
01250	XS	Spring 2021	015-Vapor Blue	01250/XS/Sprin/015	001
01250	S	Spring 2021	015-Vapor Blue	01250/S/Sprin/015	002
01250	M	Spring 2021	015-Vapor Blue	01250/M/Sprin/015	003
01250	L	Spring 2021	015-Vapor Blue	01250/L/Sprin/015	004
01250	XL	Spring 2021	015-Vapor Blue	01250/XL/Sprin/015	005
01250	XXL	Spring 2021	015-Vapor Blue	01250/XXL/Sprin/015	006



01251	XS	Spring 2021	016-White	01251/XS/Sprin/-016	007
01251	S	Spring 2021	016-White	01251/S/Sprin/016	008
01251	M	Spring 2021	016-White	01251/M/Sprin/016	009
01251	L	Spring 2021	016-White	01251/L/Sprin/016	010
01251	XL	Spring 2021	016-White	01251/XL/Sprin016	011
01251	XXL	Spring 2021	016-White	01251/XXL/Sprin/016	012
01252	XS	Spring 2021	017-Chestnut	01252/XS/Sprin/017	013
01252	S	Spring 2021	017-Chestnut	01252/S/Sprin/017	014
01252	M	Spring 2021	017-Chestnut	01252/M/Sprin/017	015
01252	M	Spring 2021	017-Chestnut	01252/M/Sprin/017	016
01252	L	Spring 2021	017-Chestnut	01252/L/Sprin/017	017
01252	L	Spring 2021	017-Chestnut	01252/L/Sprin/017	018
01252	XL	Spring 2021	017-Chestnut	-01252/XL/Sprin/017	019
01252	XXL	Spring 2021	017-Chestnut	01252/XXL/Spring/017	020
01253	XS	Spring 2021	028-Travertine	01253/XS/Sprin/028	021
01253	S	Spring 2021	028-Travertine	01253/S/Sprin/028	022
01253	S	Spring 2021	028-Travertine	01253/S/Sprin/028	023
01253	M	Spring 2021	028-Travertine	01253/M/Sprin/028	024
01253	L	Spring 2021	028-Travertine	01253/L/Sprin/028	025
01253	XL	Spring 2021	028-Travertine	01253/XL/Sprin/028	026
01253	XXL	Spring 2021	028-Travertine	01253/XXL/Sprin/028	027

## JULY

Style #	Size	Season	Color	SKU	IRN
01254	XS	Spring 2021	029-Old Rose	01254/XS/Sprin/029	001
01254	S	Spring 2021	029-Old Rose	01254/S/Sprin/029	002
01254	S	Spring 2021	029- Old Rose	01254/S/Sprin/029	003
01254	S	Spring 2021	029- Old Rose	01254/M/Sprin/029	004
01254	M	Spring 2021	029-Old Rose	01254/M/Sprin/029	005
01254	M	Spring2021	029- Old Rose	01254/M/Sprin/029	006
01254	M	Spring 2021	029-Old Rose	01254/M/Sprin/029	007
01254	L	Spring 2021	029-Old Rose	01254/L/Sprin/029	007
01254	XL	Spring 2021	029-Old Rose	01254/XL/Sprin/029	008
01254	XXL	Spring 2021	029-Old Rose	01254/XXL/Sprin/029	009
01255	XS	Spring 2021	024-Summer Shower	01255/XS/Sprin/024	010
01255	S	Spring 2021	024-Summer Shower	01255/S/Sprin/024	011

01255	M	Spring 2021	024-Summer Shower	01255/M/Sprin/024	012
01255	L	Spring 2021	024-Summer Shower	01255/L/Sprin/024	013
01255	XL	Spring 2021	024-Summer Shower	01255/XL/Sprin/024	014
01255	XXL	Spring 2021	024-Summer Shower	01255/XXL/Sprin/024	015
01256	XS	Spring 2021	012-Cream	01256/XS/Sprin/012	016
01256	S	Spring 2021	012-Cream	01256/S/Sprin/012	017
01256	M	Spring 2021	012-Cream	01256/M/Sprin/012	018
01256	L	Spring 2021	012-Cream	01256/L/Sprin/012	019
01256	XL	Spring 2021	012-Cream	01256/XL/Sprin/012	020
01256	XXL	Spring 2021	012-Cream	01256/XXL/Sprin/012	021
01257	XS	Spring 2021	030-Shimmering Cooper	01257/XS/Sprin/030	022
01257	S	Spring 2021	030-Shimmering Cooper	01257/S/Sprin/030	023
01257	M	Spring 2021	030-Shimmering Cooper	01257/M/Sprin/030	024
01257	L	Spring 2021	030- Shimmering Cooper	01257/L/Sprin/030	025
01257	L	Spring 2021	030-Shimmering Cooper	01257/L/Sprin/030	026
01257	XL	Spring 2021	030-Shimmering Cooper	01257/XL/Sprin/030	027
01257	XL	Spring 2021	030-Shimmering Cooper	01257XL/Sprin/030	028
01257	XL	Spring 2021	030-Shimmering Cooper	01257/XL/Sprin/-030	029
01257	XXL	Spring 2021	030-Shimmering Cooper	01257/XXL/Sprin/030	030

## Manufacturing

The Process of manufacturing starts within the heart of *ADM's* headquarters, where the design team is leafing through trend-forecasting books and putting together mood boards for the brand's line. Once a design is created, it is taken to a team of pattern cutters, who put together the first prototypes. Once the prototype has been created, it is tested on models who are also full-time *ADM* employees working in other areas of the fashion department. After the prototype has been

signed off on, a digitized pattern is sent to one of its factories. These factories are connected to the distribution center through a network that transports clothing on electric hanging rails. Other items are sent to external factories around the world. However, all manufactured items will return to one of its distribution centers to be sent out to store.

ADM has chosen to have manufacturing done in China with Wujiang Xinyang Textile Co. Wujiang Xinyang is located in the famous silk town, Shengze town, close to Shanghai. The manufacturer stood out to us because they specialize in most of the fabrics we have chosen for our collection. They specialize in silk, chiffon, spandex, nylon, and more. “Continuous innovation, quality first” is the principle they go by and that’s something we believe is very important for ADM Intimates.

China accounts for one-fifth of the global manufacturing, making it the largest manufacturing nation in the world (Benefits of Outsourcing Manufacturing to China, 2020). Because of China’s large labor pool, they are able to produce in bulk, accommodate any seasonal industry requirement, and even cater to sudden rises in a demand schedule (Bajpai, 2020). This is great because with getting products needed for ADM in bulk, there won’t be problems with inventory and stock. Also Chinese factories usually provide discounted rates for bulk orders meaning we would get more for our money. China also has great benefits being close to growing markets like India and South Korea. Moving production to China gives manufacturers access to China’s rapidly growing domestic market. China is a strategic location because of this. Realizing the potential of its market in the era of globalization, China has spent the last few years developing its technology. Heavy investments in research and development have helped the

country gain an edge over other emerging countries (Stewart, 2017). Having access to cutting edge technology gives ADM great advantage.

### *Evaluation of Fabric*

Each fabric has been certified to endure particular pressures and environmental factors. A color fastening and flammability test have been conducted and we met the certifications. Each fabric has been tested for efficient factory line processing to create optimal and most time effective results. The only pause that will occur is for in-line inspection. We will stop the garment process every 250 pieces. At this point, we will conduct a full head to toe and careful analysis of the whole garment to ensure that everything is being correctly put together and no small or big errors are occurring. During the in-line inspection we will ensure there are:

- no pulling, puckering
- seams are sewn with even seam allowances
- no twisting, seams match all intersections
- all design elements match the right and left side, stitches are near and straight

This is an important process to ensure optimal productivity and no product goes to waste. (Kieser and Garner 366) Each inspector will be given a Standard Inspection Procedure (SIP), in this procedure inspectors will not be paid to meet a certain piece rate. They will not be paid on a piece-rate but will be analyzing the garment as a whole. An earlier inspection has already taken

place and the inspector is just looking for dirt, oil stains, flaws, And unclipped threads. An advisable spot check for measurements is also needed.

### *Process of Production:*

The first step of the process is to set the patterns to the fabric, the pattern layout is then sent to a machine that prints a life-size copy, using the relevant information about what part of the garment each piece is. The fabric is laid out under large cutting machines, and the paper is placed on top, both materials are held in place with a tight plastic sheet. The machine slices through the material, cutting out the individual pieces of fabric but on thinner fabrics, 200 layers can be cut at one time. Once they have been cut, the paper and fabric pieces are boxed up together, the paper has all the details for the factory workers to see where these pieces need to be sent next, and which part of the garment they will make up. These pieces are sent to external factories to be sewn together, along with a prototype of the item so that the factories can copy the exact design. Our external factories are responsible for adding all the extra details such as internal labels, zippers, and buttons. The clothing is then checked piece by piece to ensure there are no faulty stitches. Items that pass the checks are given a security tag. If any issues are spotted in this process, the clothing is put to one side, and any small faults are fixed on sewing machines.

## ***POST-PRODUCTION***

Our product meets the construction criteria for post-production.

Fit has to be evaluated and approved before production

- Linings/interfaces have to be compatible with the shell fabric in terms of weight, color and care
- Linings cannot hang below the outer/ lower edge of the hem
- No stitching errors
- No uneven collars/ pocket placements
- The thread should be secure with no loose ends
- Repairs shouldn't be noticeable
- Fabric patterns should match seam specifications
- No marks such as oil, ink/ soil
- Closures must be secretly attached to specifications of color, type, and application.
- Garments must be pressed; no burn marks (Keiser & Garner, 2012, Ch. 12)

## Part B.

### FEBRUARY

Using the figures provided we calculated the following for the ADM store.

B1. Open to buy for each month

Planned sales	300,000	
+ Planned reductions	20,000	Emp Dis (2%) + Markdown (\$8,000) + Shortage (2%) = \$20,000
		(0.02 X 300,000= \$6,000) + (\$8,000) + (0.02 X 300,000=\$6,000)
		6,000+8,000+6,000= \$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

B2. Average monthly sales

Monthly Planned Sales (\$300,000 + \$200,000 + \$300,000 + \$200,000 + \$400,000 + 250,000)

÷ Number of months (6)

1,650,000 ÷ 6 = \$275,000

B3. Average monthly on order

All On Orders (125,000 + 15,000 + 145,000 + 35,000 + 170,000 + 24,000)

÷ Number of months (6)

\$514,000 ÷ 6 = \$85,666

B4. Markdown % for each month

Markdown ÷ planned sales

8,000 ÷ 300,000 = 0.026 ( x100)

                                 = 2.6%

MARCH

B1. Open to buy for each month

Planned sales	200,000	
+ Planned reductions	26,000	Emp Dis (3%) + Markdown (\$12,000) + Shortage (4%) = \$26,000 (0.03 x 200,000 = 6,000) + (12,000) +



$$(0.04 \times 200,000 = 8,000)$$

$$6,000 + 12,000 + 8,000 = \$26,000$$

+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

#### B2. Average monthly sales

$$\text{Monthly Planned Sales} \quad (\$300,000 + \$200,000 + \$300,000 + \$200,000 + \$400,000 + 250,000) \div \text{Number of months (6)}$$

$$1,650,000 \div 6 = \$275,000$$

#### B3. Average monthly on order

$$\text{All On Orders} \quad (125,000 + 15,000 + 145,000 + 35,000 + 170,000 + 24,000)$$

$$\div \text{Number of months (6)}$$

$$\$514,000 \div 6 = \$85,666$$

#### B4. Markdown % for each month

$$\text{Markdown} \div \text{planned sales}$$

$$\$12,000 \div \$200,000 = 0.06 \times (100)$$

$$= 6\%$$

APRIL

B1. Open to buy for each month

Planned sales	300,000	
+ Planned reductions	31,000	Emp Dis (4%) + Markdown (\$4,000) + Shortage (5%) = \$31,000 (0.04 x 300,000 = 12,000) + (4,000) + (0.05 x 300,000 = 15,000) 12,000 + 4,000 + 15,000 = \$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	

B2. Average monthly sales

$$\begin{aligned} &\text{Monthly Planned Sales} \quad (\$300,000 + \$200,000 + \$300,000 + \$200,000 + \$400,000 \\ &+ 250,000) \div \text{Number of months (6)} \\ &1,650,000 \div 6 = \$275,000 \end{aligned}$$

B3. Average monthly on order

$$\begin{aligned} &\text{All On Orders} \quad (125,000 + 15,000 + 145,000 + 35,000 + 170,000 + 24,000) \\ &\div \text{Number of months (6)} \\ &\$514,000 \div 6 = \$85,666 \end{aligned}$$

B4. Markdown % for each month

$$\begin{aligned} &\text{Markdown} \div \text{planned sales} \\ &\$4,000 \div 300,000 = 0.013 \times (100) \end{aligned}$$

= 1.3%

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MAY

B1. Open to buy for each month

Planned sales 200,000

+ Planned reductions 17,000

Emp Dis (0%) + Markdown (\$3,000) +  
Shortage (7%) = \$17,000  
(0) + (3,000) +  
(0.07 x 200,000 = 14,000)  
0 + 3,000 + 14,000 = \$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

B2. Average monthly sales

Monthly Planned Sales (\$300,000 + \$200,000 + \$300,000 + \$200,000 + \$400,000 + 250,000) ÷ Number of months (6)

\$1,650,000 ÷ 6 = \$275,000

B3. Average monthly on order

All On Orders (125,000 + 15,000 + 145,000 + 35,000 + 170,000 + 24,000)

÷ Number of months (6)

\$514,000 ÷ 6 = \$85,666

B4. Markdown % for each month

Markdown  $\div$  planned sales

$$\$3,000 \div 200,000 = 0.015 \times (100)$$

$$= 1.5\%$$

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JUNE

B1. Open to buy for each month

Planned sales	400,000	
+ Planned reductions	46,000	Emp Dis (5%) + Markdown (\$18,000) + Shortage (2%) = \$46,000 (0.05 x 400,000 = 20,000) + (18,000) + (0.02 x 400,000 = 8,000) 20,000 + 18,000 + 8,000 = \$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	

B2. Average monthly sales

$$\text{Monthly Planned Sales } (\$300,000 + \$200,000 + \$300,000 + \$200,000 + \$400,000 + 250,000) \div \text{Number of months (6)}$$

$$1,650,000 \div 6 = \$275,000$$

B3. Average monthly on order

All On Orders (125,000 + 15,000 + 145,000 + 35,000 + 170,000 + 24,000)

÷ Number of months (6)

$$\$514,000 \div 6 = \$85,666$$

B4. Markdown % for each month

Markdown ÷ planned sales

$$\$18,000 \div 400,000 = 0.45 \times (100)$$

$$= 4.5\%$$

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JULY

B1. Open to buy for each month

Planned sales 250,000

+ Planned reductions 50,000

Emp Dis (7%) + Markdown (\$25,000) +  
Shortage (3%) = \$46,000

(0.07 x 250,000 = 17,500) + (25,000) +

(0.03 x 250,000 = 7,500)

17,500 + 25,000 + 7,500 = \$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

B2. Average monthly sales

Monthly Planned Sales  $(\$300,000 + \$200,000 + \$300,000 + \$200,000 + \$400,000 + 250,000) \div$  Number of months (6)

$$1,650,000 \div 6 = \$275,000$$

B3. Average monthly on order

All On Orders  $(125,000 + 15,000 + 145,000 + 35,000 + 170,000 + 24,000)$

$\div$  Number of months (6)

$$\$514,000 \div 6 = \$85,666$$

B4. Markdown % for each month

Markdown  $\div$  planned sales

$$\begin{aligned} \$25,000 \div 250,000 &= 0.1 \times (100) \\ &= 10\% \end{aligned}$$

### Part C.

C1. After careful analysis of the economic data from the U. S. Government, the ADM store set a sales plan increase for the next season (Feb.- July) of 6.2%.

Planned sales x percent sales increase =  $\$1,650,000 \times 6.2\%$

Based on this year's sales plan this is the company's new projected sales plan for the next season

$$= \$102,300$$

C2. In the prior year, the same sales period the ADM store had actual sales of  $\$1,820,000.00$ .

Dollar Amount

$$\$102,300 - \$1,820,000 = \$1,717,700$$

A. Percent Amount

$$\$102,300 \div \$1,717,700$$

$$0.059 \times 100$$

The decrease in the sales period = 5.95%

One reason for a decrease in the sales period could be because while discounts are always good for the consumer, ADM could've offered too many or cut the price down too low, devaluing a product, leading to a decrease in revenue. Another reason is that maybe sales people and the marketing team aren't getting along, sharing information, or collaborating, it can affect sales.

ADM might need to have our competition on our radar at all times, so we can react effectively and quickly. Our competitor might have just come out with an innovative new marketing campaign or a top-of-the-line product that's unmatched, and this could be why our sales decreased

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