



**Group 5 Members Names**

**KELLEY MARTINEZ**

**SEANIAH MCLEOD**

**KATHERINE CHOOI**

## *Abstract*

KSK Design is a retail store that targets customers who are plus-size bridal. KSK Design products is a modern wedding gown and suits for women. It is not necessary to wear a heavy and uncomfortable wedding gown these days. Women can wear pants in their wedding ceremony and it's much more convenient while walking during the wedding ceremony. Also, plus size these days is not easy to get a nice and comfortable wedding dress. KSK Design allows customers to customize the sizes and designs to satisfy our bridal customers. This project is required for targeting season Spring and Summer 2021, wedding gowns that will purchase by consumers these days. Besides that, it also required research on the colors of Spring and Summer 2021 from the website to provided 8 design sketches for selling during the seasons. Furthermore, KSK Design has to analyze and arrange the Stock keeping unit (SKU) in order based on designs, colors, and seasons. Moreover, this project also required to finalize the year's sales plan of the company's and prepare for a new projected sales plan for the next season.

**Keywords:** Plus Size Bridal, Modern Wedding Gown and Suits, Customize Sizes and Design, Spring and Summer 2021.

## ***OUTLINE & TABLE CONTENT***

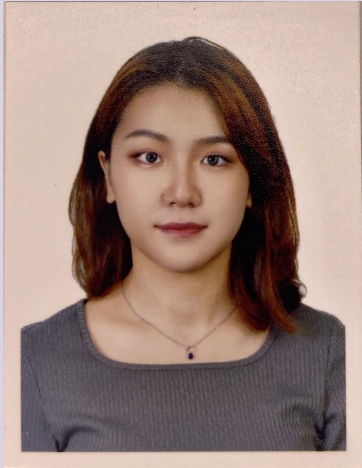
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## ***VALS & IMAGE OF TARGET MARKET***

Val which is refer as Value, Attitude and Lifestyle is one of the primary ways to perform psychographic segmentation. Vals is a tools that used in marketing in order to understand the audience or audience segmentation. Marketers were trying to sell an idea, concepts or product to consumers. Vals is different for different people such as people who have high income eventually they will spend more than people who have lower income. For example, they're willing to spend on luxury and branded items. There are limited plus size company in the United States, especially in wedding wear. Besides that, most of the pretty wedding dresses are bulky and huge which makes the bridal uncomfortable and it's not easy to walk with the huge gown. Plus size bridal is our target customer, KSK Design creates all kinds of plus size wedding gown or pantsuits to fulfilled our target customers and provide them a comfortable wedding wear to have a satisfy wedding ceremony. We also provided different designs, colors and custom made wedding wears for plus size bridals, so that it will satisfy our customer in designs choice.



## *Biography*



### **KATHERINE CHOOI**

Before starting this assignment, I know nothing about merchandising buying, and planning even though I'm interested in Fashion Buying. This is a great opportunity to experience Fashion Buying and Planning through this project. A group project never is easy, especially we have to interact with our group members which requires communication. Everyone in this team plays a role. My role is a Merchandiser which is responsible for the products such as performing stockouts, organizing the shelf, setting up displays, and setting up price and promotional signs. In this group, we work things together instead of individual works. We planned everything step by step and have everyone participate in every single section.

First, deciding on what store we are working in takes a lot of time. We have been changing from one idea to another. In the end, we have decided on wedding wear for plus size. The idea comes from our daily life, it's difficult to get plus-size clothing these days. Even though there's a lot of plus size stores, they don't have various choices in designs which inspired us on wedding wear for plus size women. Our products have a variety of designs and designs can be customized if the customer requests.

Then, choosing the design is not easy for us. We have been considering which designs to use and have eliminated a few designs. Also, due to the limited cost to spend on products, the fabrics we are using mostly are organza, lace, satin, and tweed fabric which limited our design ideas. However, we have pick 9 designs out of 12 drafts. We have chosen the pastel colors for season Spring and Summer 2021.

Last, in part A, B, and C which is SKU, Figure Calculation and Solving Question, we were using almost 2 days to complete all the calculation which is not too bad. The only complicated part is Part B because we have to solve the equations in six different months which requires to takes time.

### **KELLEY MARTINEZ**



Hi, my name is Kelley Martinez. Going into this project I was very nervous about the project itself. I am a very hands on learner, therefore learning and trying to properly understand the project didn't come naturally to me as we are still fully online. After carefully reading and going over it in class, I felt confident that our project will succeed.

Overall, one of my biggest learned outcomes was learning how to think out of the box. One difficult part of group projects is being able to communicate properly as well as agree to all of the group decisions. I do believe I was fortunate to have a group that was able to come to

terms quickly but I do believe thinking out the box was a challenging moment. We chose plus size wedding wear as our business and I couldn't love the idea more. I believe the fashion industry is becoming more versatile but is still lacking in some aspects in the plus size community. I believe a lot of businesses like to just make clothes in bigger sizes and slap plus size on it, which is not necessarily what plus size should be considered. We want our clients to put on a dress designed to fit their beautiful bodies and feel like their authentic true self.

After choosing our business we then had to discuss designs, which also had to be different which was nice to try. We decided to have some traditional dresses alongside some colored with out of the box designs. My role in the project was the assistant buyer. As an assistant buyer my responsibilities included maintaining great relationships with vendors, creating pricing strategies, tracking purchase orders, being alert and aware of recent market trends and tracking inventory.

### **SEANIAH MCLEOD**



Hi, my name is Seaniah McLeod. Going into the project I knew what my strengths and weaknesses were. My strengths are sketching and thinking outside of the box, however my weakness is time management. My position is the creative director. This project helped me with my timing and the ability to work with others. Also the project gave me a guide on how important it is to have things planned out and in order. When you fail to have things in order, everything becomes

more complex.

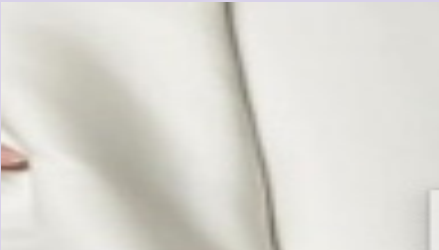
My teammates and I decided it would be a terrific idea to create wedding dresses for plus size women. Our mission is to give plus size women a variety of beautiful wedding gowns that will make them feel beautiful. Each group member took on a challenge when sketching out the dresses. We wanted dresses that were fashionable, current and trendy. We used lightweight breathable fabrics like sateen, silk, and crepe so our bride can be comfortable and cool during the warm to hot weather. As for our color choice we used bright colors that were in-fashion, while still keeping a few traditional wedding dresses.



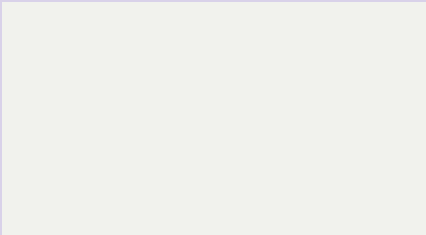
## *Design 1 [ Angelica ] Spring 2021*



***Fabric swatches and colors***



***Fabric: Bridal Satin***



***Color: Delicate White***

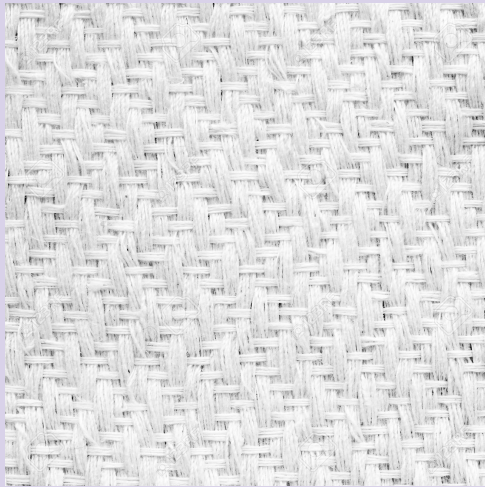


***Details: Silver rhinestone trim***

*Design 2 [ Janet ] Spring 2021*



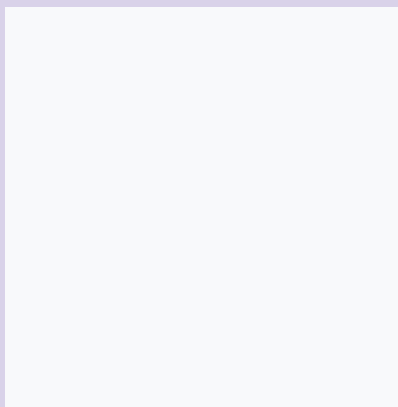
*Fabrics swatches and colors*



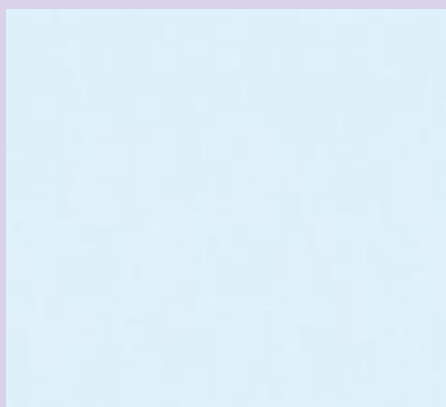
*Tweed Fabric*



*Chiffon*

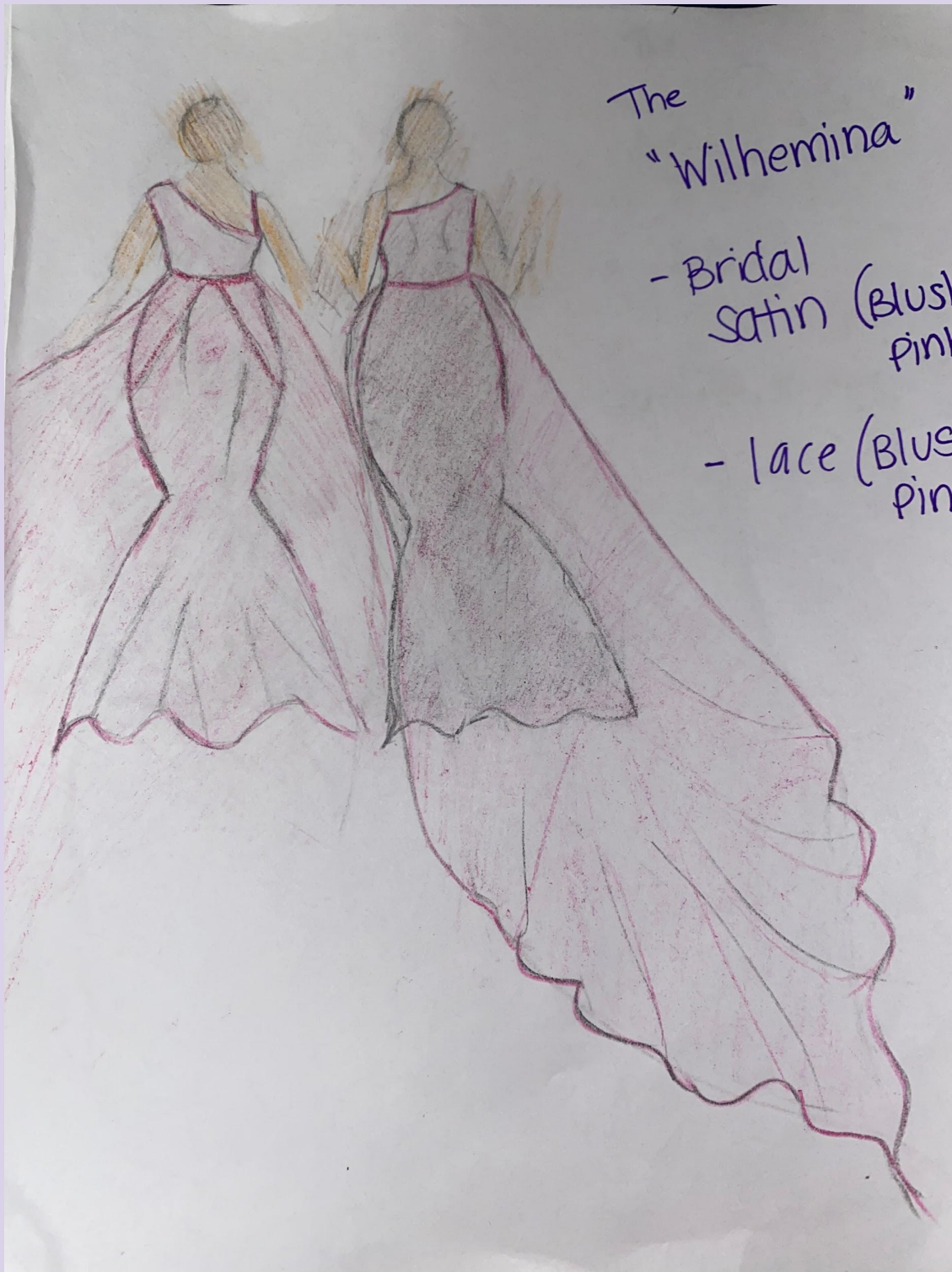


*White*



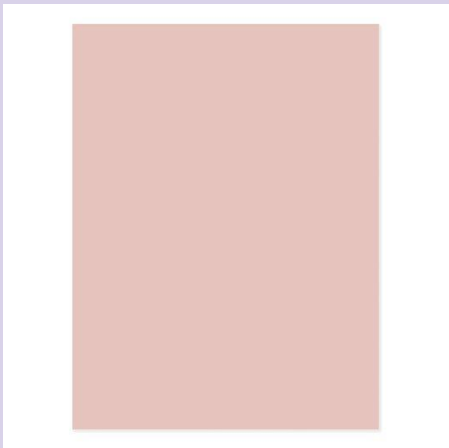
*Baby Blue*

*Design 3 (Wilhemina) Spring 2021*





***Fabric: Satin, Tulle***



***Color: Blush Pink***

*Design 4 ( Poppy ) Spring 2021*



*Fabrics swatches and colors*



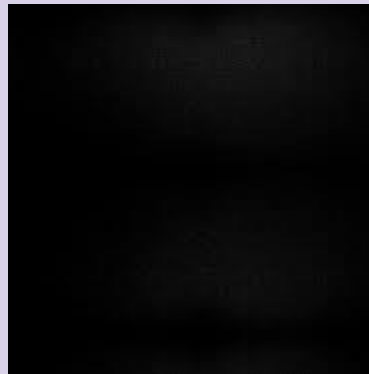
*Bridal Satin*



*Lace*



*Blush Pink*



*Black*



*Design 5 (Roxanne) Summer 2021*



*Fabric swatches and colors*



*Fabric: Holographic sequin mesh, stretch silk*

*charmeuse*



*Color: Flagstone*

*Design 6 (Jacqueline) Summer 2021*





***Fabric: Tweed Fabric***

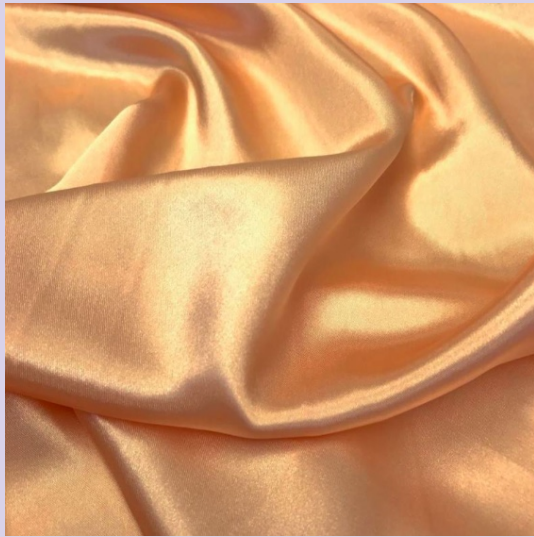


***Color : Ivory/ Cream***

*Design 7 [ Reyna ] Summer 2021*



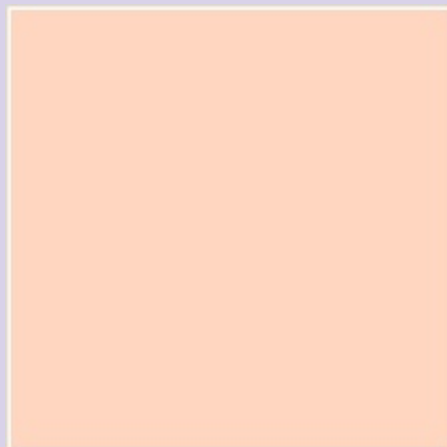
*Fabric swatches and colors*



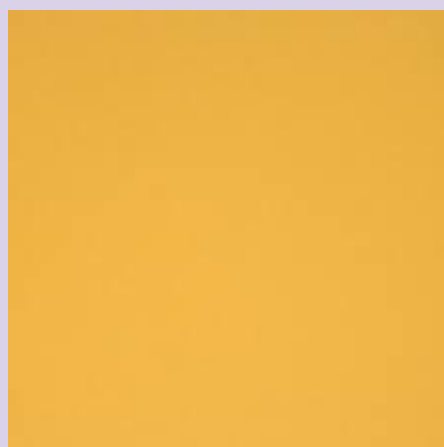
*Charmeuse Satin*



*Embroidery Organza Lace*



*Peach*

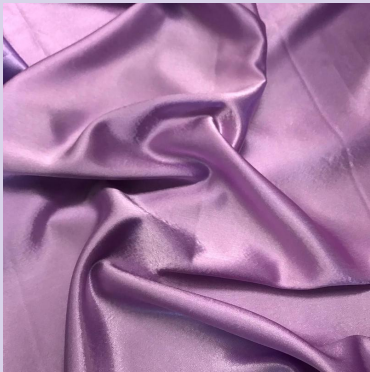


*Mustard Yellow*

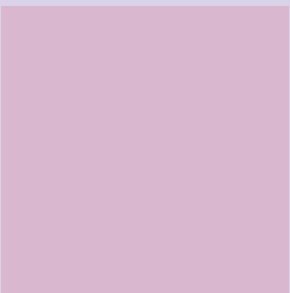
## *Design 8 [ Delilah ] Summer 2021*



*Fabric swatches and colors*



*Fabric: Crepe back Satin (interior of the dress is lavender)*



*Color: Orange Poppy and Light Mulberry*



*Design 9 ( Laila ) Summer 2021*





***Fabric: satin***



***Color : Blue / Green***

## *Color Chart Spring / Summer 2021*

# 2021

## FASHION COLORS PALETTE PANTONE SPRING/SUMMER

THE SPRING/SUMMER 2021 NEW YORK COLOR PALETTE:



THE SPRING/SUMMER 2021 CORE CLASSICS:



## *Stock-keeping unit (SKU)*

Style #	Color #	Season	Size	SKU	IRN
Angelica	4140 - French Blue	Spring 2021	10	Angelica-4140-SPR21-10	1
Angelica	4140 - French Blue	Spring 2021	12	Angelica-4140-SPR21-12	2
Angelica	4140 - French Blue	Spring 2021	14	Angelica-4140-SPR21-14	3
Angelica	4140 - French Blue	Spring 2021	16	Angelica-4140-SPR21-16	4
Angelica	4140 - French Blue	Spring 2021	18	Angelica-4140-SPR21-18	5
Angelica	4140 - French Blue	Spring 2021	20	Angelica-4140-SPR21-20	6
Angelica	0110 - Buttercream	Spring 2021	10	Angelica-0110-SPR21-10	7
Angelica	0110 - Buttercream	Spring 2021	12	Angelica-0110-SPR21-12	8
Angelica	0110 - Buttercream	Spring 2021	14	Angelica-0110-SPR21-14	9
Angelica	0110 - Buttercream	Spring 2021	16	Angelica-0110-SPR21-16	10
Angelica	0110 - Buttercream	Spring 2021	18	Angelica-0110-SPR21-18	11
Angelica	0110 - Buttercream	Spring 2021	20	Angelica-0110-SPR21-10	12
Angelica	5938 - Mint	Spring 2021	10	Angelica-5938-SPR21-10	13
Angelica	5938 - Mint	Spring 2021	12	Angelica-5938-SPR21-12	14
Angelica	5938 - Mint	Spring 2021	14	Angelica-5938-SPR21-14	15
Angelica	5938 - Mint	Spring 2021	16	Angelica-5938-SPR21-16	16
Angelica	5938 - Mint	Spring 2021	18	Angelica-5938-SPR21-18	17
Angelica	5938 - Mint	Spring 2021	20	Angelica-5938-SPR21-20	18
Janet	4020 - Cerulean	Spring 2021	10	Janet-4020-SPR21-10	19
Janet	4020 - Cerulean	Spring 2021	12	Janet-4020-SPR21-12	20
Janet	4020 - Cerulean	Spring 2021	14	Janet-4020-SPR21-14	21
Janet	4020 - Cerulean	Spring 2021	16	Janet-4020-SPR21-16	22
Janet	4020 - Cerulean	Spring 2021	18	Janet-4020-SPR21-18	23
Janet	4020 - Cerulean	Spring 2021	20	Janet-4020-SPR21-20	24
Janet	5938 - Mint	Spring 2021	10	Janet-5938-SPR21-10	25
Janet	5938 - Mint	Spring 2021	12	Janet-5938-SPR21-12	26
Janet	5938 - Mint	Spring 2021	14	Janet-5938-SPR21-14	27
Janet	5938 - Mint	Spring 2021	16	Janet-5938-SPR21-16	28
Janet	5938 - Mint	Spring 2021	18	Janet-5938-SPR21-18	29
Janet	5938 - Mint	Spring 2021	20	Janet-5938-SPR21-20	30

Style #	Color #	Season	Size	SKU	IRN
Wilhelmina	0110 - Buttercream	Spring 2021	10	Wilhelmina-1529-SPR21-10	31
Wilhelmina	0110 - Buttercream	Spring 2021	12	Wilhelmina-1529-SPR21-12	32
Wilhelmina	0110 - Buttercream	Spring 2021	14	Wilhelmina-1529-SPR21-14	33
Wilhelmina	0110 - Buttercream	Spring 2021	16	Wilhelmina-1529-SPR21-16	34
Wilhelmina	0110 - Buttercream	Spring 2021	18	Wilhelmina-1529-SPR21-18	35
Wilhelmina	0110 - Buttercream	Spring 2021	20	Wilhelmina-1529-SPR21-20	36
Wilhelmina	2043 - Raspberry Sorbet	Spring 2021	10	Wilhelmina-1529-SPR21-10	37
Wilhelmina	2043 - Raspberry Sorbet	Spring 2021	12	Wilhelmina-1529-SPR21-12	38
Wilhelmina	2043 - Raspberry Sorbet	Spring 2021	14	Wilhelmina-1529-SPR21-14	39
Wilhelmina	2043 - Raspberry Sorbet	Spring 2021	16	Wilhelmina-1529-SPR21-16	40
Wilhelmina	2043 - Raspberry Sorbet	Spring 2021	18	Wilhelmina-1529-SPR21-18	41
Wilhelmina	2043 - Raspberry Sorbet	Spring 2021	20	Wilhelmina-1529-SPR21-20	42
Poppy	5140 - Ultimate Grey	Spring 2021	10	Poppy-5140-SPR21-10	43
Poppy	5140 - Ultimate Grey	Spring 2021	12	Poppy-5140-SPR21-12	44
Poppy	5140 - Ultimate Grey	Spring 2021	14	Poppy-5140-SPR21-14	45
Poppy	5140 - Ultimate Grey	Spring 2021	16	Poppy-5140-SPR21-16	46
Poppy	5140 - Ultimate Grey	Spring 2021	18	Poppy-5140-SPR21-18	47
Poppy	5140 - Ultimate Grey	Spring 2021	20	Poppy-5140-SPR21-20	48
Poppy	0632 - Willow	Spring 2021	10	Poppy-0632-SPR21-10	49
Poppy	0632 - Willow	Spring 2021	12	Poppy-0632-SPR21-12	50
Poppy	0632 - Willow	Spring 2021	14	Poppy-0632-SPR21-14	51
Poppy	0632 - Willow	Spring 2021	16	Poppy-0632-SPR21-16	52
Poppy	0632 - Willow	Spring 2021	18	Poppy-0632-SPR21-18	53
Poppy	0632 - Willow	Spring 2021	20	Poppy-0632-SPR21-20	54
Poppy	1529 - Burnt Coral	Spring 2021	10	Poppy-1529-SPR21-10	55
Poppy	1529 - Burnt Coral	Spring 2021	12	Poppy-1529-SPR21-12	56
Poppy	1529 - Burnt Coral	Spring 2021	14	Poppy-1529-SPR21-14	57
Poppy	1529 - Burnt Coral	Spring 2021	16	Poppy-1529-SPR21-16	58
Poppy	1529 - Burnt Coral	Spring 2021	18	Poppy-1529-SPR21-18	59
Poppy	1529 - Burnt Coral	Spring 2021	20	Poppy-1529-SPR21-20	60

Style #	Color #	Season	Size	SKU	IRN
Roxanne	1050 - Marigold	Summer 2021	10	Roxanne-1050-SMR21-10	61
Roxanne	1050 - Marigold	Summer 2021	12	Roxanne-1050-SMR21-12	62
Roxanne	1050 - Marigold	Summer 2021	14	Roxanne-1050-SMR21-14	63
Roxanne	1050 - Marigold	Summer 2021	16	Roxanne-1050-SMR21-16	64
Roxanne	1050 - Marigold	Summer 2021	18	Roxanne-1050-SMR21-18	65
Roxanne	1050 - Marigold	Summer 2021	20	Roxanne-1050-SMR21-20	66
Roxanne	5140 - Ultimate Grey	Summer 2021	10	Roxanne-5140-SMR21-10	67
Roxanne	5140 - Ultimate Grey	Summer 2021	12	Roxanne-5140-SMR21-12	68
Roxanne	5140 - Ultimate Grey	Summer 2021	14	Roxanne-5140-SMR21-14	69
Roxanne	5140 - Ultimate Grey	Summer 2021	16	Roxanne-5140-SMR21-16	70
Roxanne	5140 - Ultimate Grey	Summer 2021	18	Roxanne-5140-SMR21-18	71
Roxanne	5140 - Ultimate Grey	Summer 2021	20	Roxanne-5140-SMR21-20	72
Roxanne	0117 - Green Ash	Summer 2021	10	Roxanne-0117-SMR21-10	73
Roxanne	0117 - Green Ash	Summer 2021	12	Roxanne-0117-SMR21-12	74
Roxanne	0117 - Green Ash	Summer 2021	14	Roxanne-0117-SMR21-14	75
Roxanne	0117 - Green Ash	Summer 2021	16	Roxanne-0117-SMR21-16	76
Roxanne	0117 - Green Ash	Summer 2021	18	Roxanne-0117-SMR21-18	77
Roxanne	0117 - Green Ash	Summer 2021	20	Roxanne-0117-SMR21-20	78
Jacqueline	4016 - Inkwel	Summer 2021	10	Jacqueline-4016-SMR21-10	79
Jacqueline	4016 - Inkwel	Summer 2021	12	Jacqueline-4016-SMR21-12	80
Jacqueline	4016 - Inkwel	Summer 2021	14	Jacqueline-4016-SMR21-14	81
Jacqueline	4016 - Inkwel	Summer 2021	16	Jacqueline-4016-SMR21-16	82
Jacqueline	4016 - Inkwel	Summer 2021	18	Jacqueline-4016-SMR21-18	83
Jacqueline	4016 - Inkwel	Summer 2021	20	Jacqueline-4016-SMR21-20	84
Jacqueline	1050 - Marigold	Summer 2021	10	Jacqueline-1050-SMR21-10	85
Jacqueline	1050 - Marigold	Summer 2021	12	Jacqueline-4016-SMR21-12	86
Jacqueline	1050 - Marigold	Summer 2021	14	Jacqueline-4016-SMR21-14	87
Jacqueline	1050 - Marigold	Summer 2021	16	Jacqueline-4016-SMR21-16	88
Jacqueline	1050 - Marigold	Summer 2021	18	Jacqueline-4016-SMR21-18	89
Jacqueline	1050 - Marigold	Summer 2021	20	Jacqueline-4016-SMR21-20	90
Jacqueline	1127 - Desert Mist	Summer 2021	10	Jacqueline-1127-SMR21-10	91
Jacqueline	1127 - Desert Mist	Summer 2021	12	Jacqueline-1127-SMR21-12	92
Jacqueline	1127 - Desert Mist	Summer 2021	14	Jacqueline-1127-SMR21-14	93
Jacqueline	1127 - Desert Mist	Summer 2021	16	Jacqueline-1127-SMR21-16	94
Jacqueline	1127 - Desert Mist	Summer 2021	18	Jacqueline-1127-SMR21-18	95
Jacqueline	1127 - Desert Mist	Summer 2021	20	Jacqueline-1127-SMR21-20	96

Style #	Color #	Season	Size	SKU	IRN
Reyna	0647 - Illuminating	Summer 2021	10	Reyna-0647-SMR21-10	97
Reyna	0647 - Illuminating	Summer 2021	12	Reyna-0647-SMR21-12	98
Reyna	0647 - Illuminating	Summer 2021	14	Reyna-0647-SMR21-14	99
Reyna	0647 - Illuminating	Summer 2021	16	Reyna-0647-SMR21-16	100
Reyna	0647 - Illuminating	Summer 2021	18	Reyna-0647-SMR21-18	101
Reyna	0647 - Illuminating	Summer 2021	20	Reyna-0647-SMR21-20	102
Reyna	1248 - Rust	Summer 2021	10	Reyna-1248-SMR21-10	103
Reyna	1248 - Rust	Summer 2021	12	Reyna-1248-SMR21-12	104
Reyna	1248 - Rust	Summer 2021	14	Reyna-1248-SMR21-14	105
Reyna	1248 - Rust	Summer 2021	16	Reyna-1248-SMR21-16	106
Reyna	1248 - Rust	Summer 2021	18	Reyna-1248-SMR21-18	107
Reyna	1248 - Rust	Summer 2021	20	Reyna-1248-SMR21-20	108
Delilah	1529 - Burnt Coral	Summer 2021	10	Delilah-1529-SMR21-10	109
Delilah	1529 - Burnt Coral	Summer 2021	12	Delilah-1529-SMR21-12	110
Delilah	1529 - Burnt Coral	Summer 2021	14	Delilah-1529-SMR21-14	111
Delilah	1529 - Burnt Coral	Summer 2021	16	Delilah-1529-SMR21-16	112
Delilah	1529 - Burnt Coral	Summer 2021	18	Delilah-1529-SMR21-18	113
Delilah	1529 - Burnt Coral	Summer 2021	20	Delilah-1529-SMR21-20	114
Delilah	3628 - Amethyst Orchid	Summer 2021	10	Delilah-1529-SMR21-10	115
Delilah	3628 - Amethyst Orchid	Summer 2021	12	Delilah-1529-SMR21-12	116
Delilah	3628 - Amethyst Orchid	Summer 2021	14	Delilah-1529-SMR21-14	117
Delilah	3628 - Amethyst Orchid	Summer 2021	16	Delilah-1529-SMR21-16	118
Delilah	3628 - Amethyst Orchid	Summer 2021	18	Delilah-1529-SMR21-18	119
Delilah	3628 - Amethyst Orchid	Summer 2021	20	Delilah-1529-SMR21-20	120
Laila	0117 - Green Ash	Summer 2021	10	Laila-0117-SMR21-10	121
Laila	0117 - Green Ash	Summer 2021	12	Laila-0117-SMR21-12	122
Laila	0117 - Green Ash	Summer 2021	14	Laila-0117-SMR21-14	123
Laila	0117 - Green Ash	Summer 2021	16	Laila-0117-SMR21-16	124
Laila	0117 - Green Ash	Summer 2021	18	Laila-0117-SMR21-18	125
Laila	0117 - Green Ash	Summer 2021	20	Laila-0117-SMR21-20	126
Laila	2043 - Raspberry Sorbet	Summer 2021	10	Laila-2043-SMR21-10	127
Laila	2043 - Raspberry Sorbet	Summer 2021	12	Laila-2043-SMR21-12	128
Laila	2043 - Raspberry Sorbet	Summer 2021	14	Laila-2043-SMR21-14	129
Laila	2043 - Raspberry Sorbet	Summer 2021	16	Laila-2043-SMR21-16	130
Laila	2043 - Raspberry Sorbet	Summer 2021	18	Laila-2043-SMR21-18	131
Laila	2043 - Raspberry Sorbet	Summer 2021	20	Laila-2043-SMR21-20	132

## *Store Informations*

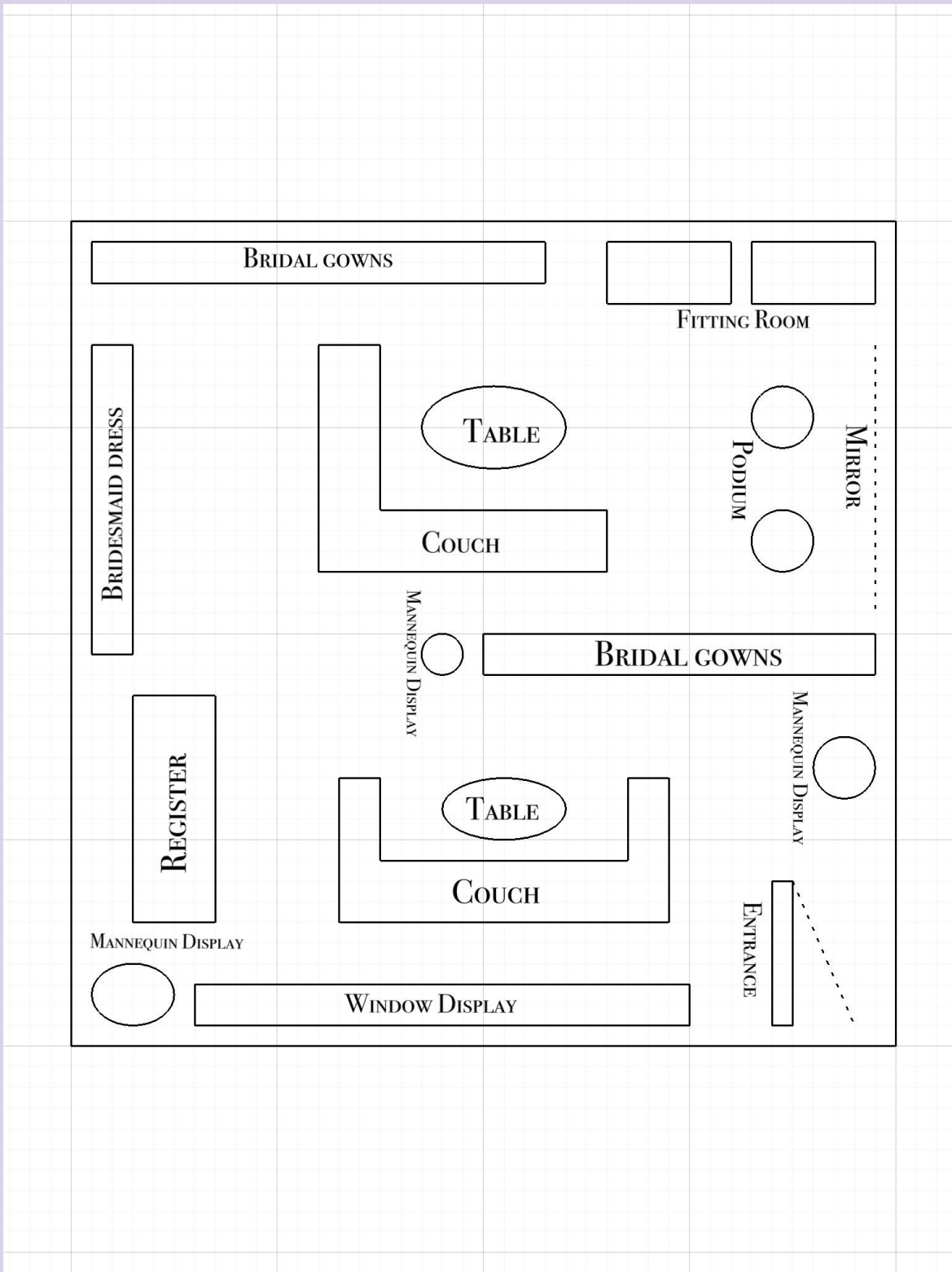
**KSK Design**  
**68 Washington St, Brooklyn, NY 11201, United States.**  
[www.KSKdesignforyou.com](http://www.KSKdesignforyou.com)  
**Kskdesignforyou@gmail.com**  
**929-898-9766**

### *Front store*





**Floor Layout**



## *Conclusion*

KSK Design boutique is a bridal boutique store that targets bridals who are in plus size. Looking for plus-size clothing is not easy especially in New York City. Although stores are selling plus-size outfits, the design choices are limited. The only way to get clothing that's satisfying for plus-size women's needs is to customize the outfit, but, customized items pricing is never low. To satisfy our customers, our store is customized charging free for plus size bridal. Besides that, KSK Design wedding gowns are up to size 20 which is 2XL and up. Also, we are available to alter the sizes for our customers. Our store specializes in wedding suits for our bridals, this was inspired by one of the wedding ceremonies. Wearing a bulky wedding gown is not easy and uncomfortable for women especially when bridals have to move around during the ceremony. So our store has provided a combination of wedding suits and dress for bridals.

Our design is based on the task given for Spring and Summer seasons 2021. For the Spring season months of February and March, the design is most likely long sleeves and the fabric will be thicker. Due to the weather of the months, February and March are still cold in New York City. For April and May, the weather is getting warmer. Therefore, we have chosen slightly thinner fabrics, for example, Satins. Also, in June and July shorts and sleeveless are appear in our designs. The colors we have chosen are based on the chart from Pantone Spring / Summer 2021 colors. However, the colors from the Pantone chart are more pigmented which is not suitable for the wedding so we have decided to used the pastel tone in the same colors such as the color of "Raspberry Sorbet" from Pantone in pastel tone is blush pink.

KSK Design is located in New York City Brooklyn area. The area is popular for wedding photoshoots because there is a mini carousel in the park and New York City view across the

river. Also, we collaborate with a few wedding planners and photographer studios in this area which is convenient for our customers. Thus, we are sharing the same customers with the wedding planner and photographer studios. Also, we have lots of new customers because the location we located is in a wedding revenue area. But, there is a disadvantage in our location which is the rent is slightly expensive than what we expected in Brooklyn.

Based on the table in part B open to buy for each month, we can cover the basic expenses such as wages, rental, purchase (Stocks), property operation, and taxes. An approximate of the basic expenses is around \$153 000 per month. The planned sales are double our expenses. But, if it's based on the total orders, our store is retained loss in business. However, in the 2021 Spring/Summer seasons KSK Design can be profit in business. The reason is due to the pandemic since 2020 Spring/Summer, the city was locked down and most of the events were canceled. So, most of the wedding events were postponed to 2021 Spring/Summer. Also, most people got vaccines since March and the city is fully opened in May. Thus, most of the weddings will be held this Spring and Summer, which is also Spring and Summer is the busiest season for wedding-related jobs. This could affect our business highly increase and it could be more than what we have expected in our planned sales.

There are several things to improve on our business such as production budget and rental expenses. We could have chosen a better and lower rental expenses area and getting lower price and better quality products from China. Also, we can reduce our employee discount, because no employee will purchase a wedding dress every year.

***PART B***

	PLANNED SALES	ON ORDER	EMPLOYEE DISCOUNT	MD\$	SHORTAGE	EOM	BOM
FEB	\$300,000	\$125,000	2%	\$8,000	2%	\$200,000	\$160,000
MAR	\$200,000	\$15,000	3%	\$12,000	4%	\$80,000	\$200,000
APR	\$300,000	\$145,000	4%	\$4,000	5%	\$110,000	\$80,000
MAY	\$200,000	\$35,000	0%	\$3,000	7%	\$90,000	\$110,000
JUN	\$400,000	\$170,000	5%	\$18,000	2%	\$210,000	\$90,000
JULY	\$250,000	\$24,000	7%	\$25,000	3%	\$70,000	\$210,000

Using the figures provided you will calculate the following for the XYZ store.

**B1. Open to buy for each month**

*Planned sales + Planned reductions + Planned EOM Stock*  
 = Total monthly needs - BOM Stock  
 = Planned purchases - Merchandise on order  
 = Open to buy (At Retail)

**February**

*Planned reductions*

Employee discount = \$300,000 x 2% = \$6,000

MD\$ = \$8,000

Shortages = \$300,000 x 2% = \$6,000

Panned reductions = \$6,000 + \$8,000 + \$6,000 = \$20,000

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]

**March**

*Planned reductions*

Employee discount = \$200,000 x 3% = \$6,000

MD\$ = \$12,000

Shortages = \$200,000 x 4% = \$8,000

$$\text{Planned reductions} = \$6,000 + \$12,000 + \$8,000 = \$26,000$$

$$\begin{aligned} & \text{Planned sales } (\$200,000) + \text{Planned reductions } (\$26,000) + \text{Planned EOM Stock } (\$80,000) \\ & = \text{Total monthly needs } (\$306,000) - \text{BOM Stock } (\$200,000) \\ & = \text{Planned purchases } (\$106,000) - \text{Merchandise on order } (\$15,000) \\ & = \text{Open to buy (At Retail) } [\$91,000] \end{aligned}$$

## **April**

### *Planned reductions*

$$\text{Employee discount} = \$300,000 \times 4\% = \$12,000$$

$$\text{MD\$} = \$4,000$$

$$\text{Shortages} = \$300,000 \times 5\% = \$15,000$$

$$\text{Planned reductions} = \$12,000 + \$4,000 + \$15,000 = \$31,000$$

$$\begin{aligned} & \text{Planned sales } (\$300,000) + \text{Planned reductions } (\$31,000) + \text{Planned EOM Stock } (\$110,000) \\ & = \text{Total monthly needs } (\$441,000) - \text{BOM Stock } (\$80,000) \\ & = \text{Planned purchases } (\$361,000) - \text{Merchandise on order } (\$145,000) \\ & = \text{Open to buy (At Retail) } [\$216,000] \end{aligned}$$

## **May**

### *Planned reductions*

$$\text{Employee discount} = \$200,000 \times 0\% = \$0$$

$$\text{MD\$} = \$3,000$$

$$\text{Shortages} = \$200,000 \times 7\% = \$14,000$$

$$\text{Planned reductions} = \$0 + \$3,000 + \$14,000 = \$17,000$$

$$\begin{aligned} & \text{Planned sales } (\$200,000) + \text{Planned reductions } (\$17,000) + \text{Planned EOM Stock } (\$90,000) \\ & = \text{Total monthly needs } (\$307,000) - \text{BOM Stock } (\$110,000) \\ & = \text{Planned purchases } (\$197,000) - \text{Merchandise on order } (\$35,000) \\ & = \text{Open to buy (At Retail) } [\$162,000] \end{aligned}$$

## **June**

### *Planned reductions*

$$\text{Employee discount} = \$400,000 \times 5\% = \$20,000$$

$$\text{MD\$} = \$18,000$$

$$\text{Shortages} = \$400,000 \times 2\% = \$8,000$$

$$\text{Planned reductions} = \$20,000 + \$18,000 + \$8,000 = \$46,000$$

$$\begin{aligned} & \text{Planned sales } (\$400,000) + \text{Planned reductions } (\$46,000) + \text{Planned EOM Stock } (\$210,000) \\ & = \text{Total monthly needs } (\$656,000) - \text{BOM Stock } (\$90,000) \end{aligned}$$

$$= \text{Planned purchases } (\$566,000) - \text{Merchandise on order } (\$170,000)$$

$$= \text{Open to buy (At Retail) } [\$396,000]$$

**July***Planned reductions*

$$\text{Employee discount} = \$250,000 \times 7\% = \$17,500$$

$$\text{MD\$} = \$25,000$$

$$\text{Shortages} = \$250,000 \times 3\% = \$7,500$$

$$\text{Planned reductions} = \$17,500 + \$25,000 + \$7,500 = \$50,000$$

$$\text{Planned sales } (\$250,000) + \text{Planned reductions } (\$50,000) + \text{Planned EOM Stock } (\$70,000)$$

$$= \text{Total monthly needs } (\$370,000) - \text{BOM Stock } (\$210,000)$$

$$= \text{Planned purchases } (\$160,000) - \text{Merchandise on order } (\$24,000)$$

$$= \text{Open to buy (At Retail) } [\$136,000]$$

**B2. Average monthly sales***Total Planned sales / months*

$$= (\$300,000 + \$200,000 + \$300,000 + \$200,000 + \$400,000 + \$250,000) / 6\text{months}$$

$$= \$1,650,000 / 6\text{ months}$$

$$= \$275,000$$

**B3. Average monthly on order***Total on Orders / months*

$$= (\$125,000 + \$15,000 + \$145,000 + \$35,000 + \$170,000 + \$24,000) / 6\text{ months}$$

$$= \$514,000 / 6\text{ months}$$

$$= \$85,666.67$$

**B4. Markdown % for each month***MD% = MD\$ / Planned sales x 100%***FEB**

$$= \$8,000 / \$300,000 \times 100\%$$

$$= 2.6\%$$

**MAR**

$$= \$12,000 / \$200,000 \times 100\%$$

$$= 6\%$$

**APR**

$$= \$4,000 / \$300,000 \times 100\%$$

$$= 1.3\%$$

**MAY**

$$= \$3,000 / \$200,000 \times 100\%$$

$$= 1.5\%$$

**JUNE**

$$= \$18,000 / \$400,000 \times 100\%$$

$$= 4.5\%$$

**JULY**

$$= \$25,000 / \$250,000 \times 100\%$$

$$= 10\%$$

## *PART C*

**C1. After careful analysis of the economic data from the U. S. Government the XYZ 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?**

[Add on sales plan total x 6.2% = Sales plan for next season]

*Total Planned sales*

$$\begin{aligned} &= \$300,000 + \$200,000 + \$300,000 + \$200,000 + \$400,000 + \$250,000 \\ &= \$1,650,000 \end{aligned}$$

Sales plan for next season

$$\begin{aligned} &= \$1,650,000 \times 6.2\% \\ &= \$102,300 \end{aligned}$$

**C2. In the prior year same sales period the XYZ 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.**

[ $\$1,820,000 - \text{C1 Answer} = \text{Calculate in \$ and \%}$ ]

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

$$\$1,717,700 / \$1,820,000 \times 100\% = 94.34\%$$

$$\$1,650,000 / \$1,820,000 \times 100\% = 90.65\%$$

Percentage increased

$$\begin{aligned} &= 94.34\% - 90.65\% \\ &= 3.69\% \end{aligned}$$

Dollar increased

$$\begin{aligned} &= \$1,717,700 - \$1,650,000 \\ &= \$67,700 \end{aligned}$$



## Resources

Marketing management article

<https://www.marketing91.com/tag/marketing-management/>

Anomalie Unboxed a magazine for bridal (val image)

<https://www.dressanomalie.com/blog/20-amazing-wedding-dresses-for-plus-size-brides/>

Pinterest (wedding boutique front store)

<https://images.app.goo.gl/NaYiS3t8hNUuuEV5A>

Fabric Wholesale Direct (Fabric images)

<https://www.fabricwholesaledirect.com/products/bridal-satin-fabric?variant=43787100748>

[https://www.123rf.com/photo\\_79247627\\_white-hand-weaving-matting-tweed-fabric-texture-closet-square-fragment.html](https://www.123rf.com/photo_79247627_white-hand-weaving-matting-tweed-fabric-texture-closet-square-fragment.html)

Simpledits Color Pantone Spring Summer 2021 Color Chart

Peter Simpledits Copyright 2021 Simpledits.com

<https://simpledits.com/color-palette-pantone-spring-summer-2021/>

Loop Net ( Location research )

<https://www.loopnet.com/Listing/155-Water-St-Brooklyn-NY/18247565/>