

The SAO Glass Store

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THE SAO GLASS STORE



THE SAO GLASS STORE



Abstract

The SAO Glass Store is a store founded in Buckhead, Georgia, created by Siara Brown, Aminata Kane and Olivia Ireland . The SAO Glass Store specialized in high end occasion apparel. Our store sells high-end gowns for women who love going to special events. Our store caters to all women who have different sizes, heights and shapes. We are now living in a body conscious movement. Not everyone is a size 2 or a size 4. Not every woman is shaped like a model, or even shape like a coke bottle. It's very important that we cater dresses based on women body type. A great thing about our store is we make adjustments to the sizes and we also add/remove any details you don't like in a dress you are thinking of purchasing. Our store does not discriminate. The SAO Glass Store understands that everyone wants to feel like a princess. We want to create something our target consumers will never forget. It's very important that as a brand we constantly give what our consumers want, in order to build a stronger relationship.



THE SAO GLASS STORE



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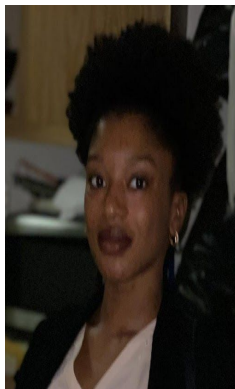
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Team Profile

My name is Siara Brown and I am a student at New York City College of Technology pursuing a bachelor's degree in the majors Business and Technology of Fashion. I have 2 semesters left. As I was doing this project, I learned how much work and math can go into producing garments for a brand. This project helped me understand what it's like to be a merchandiser. It gave me some knowledge about markdowns and how percentages are used.



My name is Aminata Kane. I am a student at New York City College of Technology. My major is Business Technology of Fashion. I am in my third semester. Learning from this project has given me a sense of how the operation system works when it comes to running a fashion business. I was able to get a sense of the importance of markdown of a product.

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My name is Olivia Ireland. I am getting my bachelors in the Business and Technology of Fashion and looking to pursue my master in business. I have three more semesters. While working on the project, it helped me have a better understanding on what it takes in order to get products into the stores. It gave me an understanding on why markups and markdowns are needed. As well as on how to use them to the advantage of the busin

Mission Statement:

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SAO Glass Store specializes in luxury gowns for women who love getting dressed up and attending fancy events. We don't discriminate on the size of any woman. It's very important that she is made to feel and look beautiful, no matter what shape she is. We create dresses for women who have a full hourglass, top hourglass, bottom hourglass, inverted triangle, or even straight. We will create a dress that will suit the body size. What's so unique about our store is that we cater to women with multiple styles like the shape of the dresses, color, pattern, size, length, etc. A woman wouldn't come into SAO and walk out empty-handed.



We are positive that we own dresses out there for every kind of woman.

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Location:

Lenox Square is one of the best shopping malls in Buckhead, Georgia. The store includes high-end stores such as Prada, Diane Von Furstenberg, Coach, Burberry, Cartier, Prada, and Louis Vuitton to name a few. As a high end brand store, we should surround ourselves with other high end brands. The mall also includes department stores such as Sephora, Neiman Marcus, and Bloomingdales. Our target customer loves to shop in these areas to get the latest items to fill in their wardrobes. We have decided to place our store in the Lenox Mall next to a luxury brand that will gain more traction to our target consumers who love to go to special events. The best part about our store being in Lenox Mall is we are across



from

Cartier. Our target consumer can purchase an item from our store and purchase a piece of jewelry that will go well with the dress.

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The SAO Glass Store has multiple marketing strategies, to keep in contact with our consumers. We are now living in a fast paced society, due to technologies. It's very important that we are able to fulfill our consumers' needs either through email, through call and direct messages, in multiple social media platforms such as

Instagram,

Snapchat and

Facebook.



Location of The Glass Store:

[Lenox Square,](#)
[3393 Peachtree](#)
[Rd NE, Atlanta,](#)
[GA 30326](#)

Shop Open: 11:00
a.m.-7:00 p.m.
The SAO Glass

Store: 404-000-000

The SAO Glass Store Instagram Page: @TheSAOGlassStore

The SAO Glass Store Facebook Page: @TheSAOGlassStore

The SAO Glass Store Snapchat Page: @TheSAOGlassStore

Target Market:

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Our target market is women, who are between the ages of 28- 43 years old.

They live in a gated community with their family in Buckhead, Georgia. Buckhead is an affluent area in Georgia, with an income of \$113,902 and more. These women are doctors, surgeons, lawyers, and fashion designers. Their husbands also work at high-level professions in the medical and law field and also as a realtor. These women are well-respected based on their southern hospitality, her etiquette, and her career. They don't keep up with the Joneses, the Joneses keep up with them. When she isn't working she is spending time with her husband and her kids. The woman's day to day schedules besides working and spending time with her family are: going shopping, going to horse debutante and charity events. By night she is going to award



shows, weddings, bachelorette parties, bridal showers and anniversaries. Her favorites activities include getting massages, exercising, getting her nail and hair done and getting facials.

VALS Framework:

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Our target market is innovators. They are the first group of people to rock the latest trend. They have multiple resources to keep up with their high-end lifestyle. These women are all about achieving and doing great in their personal life. They have the highest income and are successful, sophisticated, and like to take charge as well as be in charge. They have leader-like qualities and can be self-conscious about the image they put out for themselves, especially their taste, style, independence, and personality. They aren't ones to brag about their status or power. They are active and self-direct consumers. They are very open-minded to new ideas and technologies and have a variety of interests and activities meaning they could be impressed quite easily. They enjoy problem-solving challenges and are very passionate about their work. These women have expensive taste. (Our store is targeted to innovators because we believe our dresses are perfect for them. Since this kind of woman likes to keep their personality image as clean as they can, our dresses can help with that.

@stylebyaminata



@stylebyaminata



@stylebyaminata



THE SAO GLASS STORE



BI-Open to Buy Project

February

Planned Sales	On Order	Employee Discount	MD\$	Shortages	EOM	BOM
\$300,000	\$125,000	2%	\$8,000	2%	\$200,000	\$160,000

$$\begin{aligned} &1) \$300,000 + (0.02 + 8,000 + \\ &\quad 0.02) \\ &\quad \$300,000 (0.02) = 6,000 \\ &\quad 8,000 \\ &\quad \$300,000(0.02) = 6,000 \\ &\quad \$300,000 + (6,000 + 8,000 + \\ &6,000) \\ &\quad = \$320,000 \end{aligned}$$

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March

Planned Sales	On Order	Employee Discount	MD\$	Shortages	EOM	BOM
\$200,000	\$15,000	3%	\$12,000	4%	\$80,000	\$200,000

$$\begin{aligned} & 2) \$200,000 + (0.03 + \$12,000 + \\ & \quad 0.04) \\ & \quad \$200,000(0.03)=6,000 \\ & \quad \$12,000 \\ & \quad \$200,000(0.04)=8,000 \\ & \quad \$200,000+ (6,000 + 12,000 + \\ & \quad 8,000) \\ & \quad = \$226,000 \end{aligned}$$

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April

Planned Sales	On Order	Employee Discount	MD\$	Shortages	EOM	BOM
\$300,000	\$145,000	4%	\$4,000	5%	\$110,000	\$80,000

$$3.) 300,000 + (4\% + 4,000 + 5\%)$$

$$.04 * 300,000 = 12,000$$

$$.05 * 300,000 = 15,000$$

$$300,000 + (12,000 + 4,000 + 15,000)$$

$$300,000 + 31,000$$

$$= \$331,000$$

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May

Planned Sales	On Order	Employee Discount	MD\$	Shortages	EOM	BOM
\$200,000	\$35,000	0%	\$3,000	7%	\$90,000	\$110,000

$$4.) 200,000 + (3\% + 12,000 + 4\%)$$

$$.03 * 200,000 = 6,000$$

$$.04 * 200,000 = 8,000$$

$$200,000 + (6,000 + 12,000 + 8,000)$$

$$200,000 + 26,000$$

$$= \$226,000$$

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June

Planned Sales	On Order	Employee Discount	MD\$	Shortages	EOM	BOM
\$400,000	\$170,000	5%	\$18,000	2%	\$210,000	\$90,000

$$5.) 400,000 + (5\%+18,000+2\%)$$

$$.05*400,000=20,000$$

$$.02*400,000=8,000$$

$$400,000 + (20,000+18,000+8,000)$$

$$400,000+46,000$$

$$=\$446,000$$

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July

Planned Sales	On Order	Employee Discount	MD\$	Shortages	EOM	BOM
\$250,000	\$24,000	7%	\$25,000	3%	\$70,000	\$210,000

$$6.) 250,000 + (7\% + 25,000 + 3\%)$$

$$.07 * 250,000 = 17,500$$

$$.03 * 250,000 = 7,500$$

$$250,000 + (17,500 + 25,000 + 7,500)$$

$$250,000 + (50,000)$$

$$= \$300,000$$

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B2- Average Monthly Sales

Planned Sales from February-July)

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

Divide from \$1,650,000 from 6 months

$$\$1,650,000/6 \text{ month} = \$275,000$$

B3- Average monthly on order

Monthly order for each month/ 6

$$\begin{aligned} & \$125,000 + \$15,000 + \$145,000 + \$35,000 + \$170,000 + \$24,000 \\ & = \$514,000 \end{aligned}$$

$$\$514,000/6 = \$85,666.67$$

B4- Markdown % for each month

1. February- $\$8,000 / \$300,000 = 0.02$

2. March- $\$12,000 / \$200,000 = 0.06$

3. April- $\$4,000 / \$300,000 = 0.01$

4. May- $\$3,000 / \$200,000 = 0.015$

5. June- $\$18,000 / \$400,000 = 0.045$

6. July- $\$25,000 / \$250,000 = 0.1$

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C1- After careful analysis of the economic data from the U.S. Government The S.A.O Glass 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?

Planned Sales X's Sales Increase %

Planned Sales from Feb-July)= \$1,650,000

Sales Increased= 6.2%

\$1,650,000 X 6.2%= 10,230,000

C2- 10,230,000- 1,820,000= 8,410,000

\$1,820,000-\$1,650,000=\$170,000

\$170,000/\$1,820,000=0.0934

0.0934x100.00=9.34%

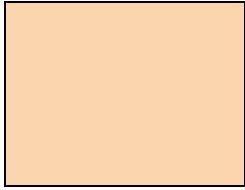
New Sales has decreased.

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Color Sku's

Sandy Beach



Fresh Peas



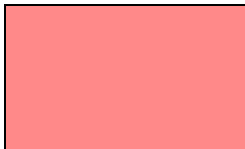
Tinka Turks Ocean



Midnight Weary Blue



Vivid Tangerine



Off White



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SKU Chart

February-March SKU Chart

Tinka Turks Ocean



Midnight Weary Blue



Style#	Color#	Season#	Size	Quantity	Unit Cost	Total Cost	SKU	IRN
1001	0001-Midnight Weary Blue	Spring/Summer 2022	XS	4	60	244.44	1001-0001-S/S 2022-XS	30
1001	0001-Midnight Weary Blue	Spring/Summer 2022	S	4	60	244.44	1001-0001-S/S 2022-S	31
1001	0001-Midnight Weary Blue	Spring/Summer 2022	M	3	60	244.44	1001-0001-S/S 2022-M	32
1001	0001-Midnight Weary Blue	Spring/Summer 2022	L	3	60	244.44	1001-0001-S/S 2022-L	33
1001	0001-Midnight Weary Blue	Spring/Summer 2022	XL	5	60	244.44	1001-0001-S/S 2022-XL	34
1001	0001-Midnight Weary Blue	Spring/Summer 2022	XXL	5	60	244.44	1001-0001-S/S 2022-XXL	34
Total				24	360	1,466.64		
1002	0002-Tinka Turk Ocean	Spring/Summer 2022	XS	4	70	344.24	1002-0002-S/S 2022-XS	35
1002	0002-Tinka Turk Ocean	Spring/Summer 2022	S	4	70	344.24	1002-0002-S/S 2022-S	36
1002	0002-Tinka Turk Ocean	Spring/Summer 2022	M	3	70	344.24	1002-0002-S/S 2022-M	37
1002	0002-Tinka Turk Ocean	Spring/Summer 2022	L	3	70	344.24	1002-0002-S/S 2022-X	38
1002	0002-Tinka Turk Ocean	Spring/Summer 2022	XL	5	70	344.24	1002-0002-S/S 2022-XL	39
1002	0002-Tinka Turk Ocean	Spring/Summer 2022	XXL	5	70	344.24	1002-0002-S/S 2022-XXI	40
Total				24	420	2,065.44		

**Total Unit
Cost-00001=\$360
Total
Cost-00001=\$1,466.64**

**Total Unit Cost-00002=\$420
Total Cost-00002=\$2,065.44**

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April-May Sku Chart

Sandy Beach



Fresh Peas



Style#	Color#	Season#	Size	Quantity	Unit Cost	Total Cost	SKU	IRN
1003	00003-Sandy Beach	Spring/Summer 2022	XS	2	50	219	1003-00003-S/S 2022-XS	40
1003	00003-Sandy Beach	Spring/Summer 2022	S	2	50	219	1003-00003-S/S 2022-S	41
1003	00003-Sandy Beach	Spring/Summer 2022	M	2	50	219	1003-00003-S/S 2022-M	42
1003	00003-Sandy Beach	Spring/Summer 2022	X	2	50	219	1003-00003-S/S 2022-X	43
1003	00003-Sandy Beach	Spring/Summer 2022	XL	2	50	219	1003-00003-S/S 2022-XL	44
1003	00003-Sandy Beach	Spring/Summer 2022	XXL	2	50	219	1003-00003-S/S 2022-XXL	45
Total				6	300	1,314.00		
1004	00004-Fresh Peas	Spring/Summer 2022	XS	2	60	312.23	1004-00004-S/S 2022-XS	46
1004	00004-Fresh Peas	Spring/Summer 2022	S	2	60	312.23	1004-00004-S/S 2022-S	47
1004	00004-Fresh Peas	Spring/Summer 2022	M	2	60	312.23	1004-00004-S/S 2022-M	48
1004	00004-Fresh Peas	Spring/Summer 2022	X	2	60	312.23	1004-00004-S/S 2022-X	49
1004	00004-Fresh Peas	Spring/Summer 2022	XL	2	60	312.23	1004-00004-S/S 2022-XL	50
1004	00004-Fresh Peas	Spring/Summer 2022	XXL	2	60	312.23	1004-00004-S/S 2022-XXL	
Total				6	360	1,873.38		

**Total Unit Cost for
00003-Sandy Beach-\$300
Total Cost-\$1,314.00**

**Total Unit Cost for
00004-Fresh
Peas-\$360
Total Cost-\$1,873.38**

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June-July Sku Chart

Vivid Tangerine



Off White



Style #	Color #	Season	Size	Quantity	Unit cost	Total Cost	SKU	IRN
1005	00005-Vivid Tangerine	Spring/Summer 2022	XS	3	70	233.33	1005-00005-S/S 2022-XS	50
1005	00005-Vivid Tangerine	Spring/Summer 2022	S	4	70	233.33	1005-00005-S/S 2022-S	51
1005	00005-Vivid Tangerine	Spring/Summer 2022	M	4	70	233.33	1005-00005-S/S 2022-M	52
1005	00005-Vivid Tangerine	Spring/Summer 2022	L	4	70	233.33	1005-00005-S/S 2022-L	53
1005	00005-Vivid Tangerine	Spring/Summer 2022	XL	3	70	233.33	1005-00005-S/S 2022-XL	54
1005	00005-Vivid Tangerine	Spring/Summer 2022	XXL	3	70	233.33	1005-00005-S/S 2022-XXL	55
				21	420	1,399.98		
1006	00006-Off White	Spring/Summer 2022	XS	3	75	300	1006-00006-S/S 2022-XS	56
1006	00006-Off White	Spring/Summer 2022	S	4	75	300	1006-00006-S/S 2022-S	57
1006	00006-Off White	Spring/Summer 2022	M	4	75	300	1006-00006-S/S 2022-M	58
1006	00006-Off White	Spring/Summer 2022	L	4	75	300	1006-00006-S/S 2022-L	59
1006	00006-Off White	Spring/Summer 2022	XL	3	75	300	1006-00006-S/S 2022-XL	60
1006	00006-Off White	Spring/Summer 2022	XXL	3	75	300	1006-00006-S/S 2022-XXL	61
				21	450	1,800		

Total Unit
Cost-00005-=\$420.00
Total Cost=\$1,399.98

Total Unit
Cost-00006-=\$450.00
Total Cost=\$1,800.00

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Spring/Summer Sketches 2022



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