Figure 7. Conceptual Assortment Planning Model: A0 Diagram
Figure 7-2. Conceptual Assortment Planning Process (A1 to A7) (Continued)
Figure 7-3. Conceptual Assortment Planning Model: Problem Recognition (A11-A12) (Continued)
Not established methods
Biased opinion
Buyer's own knowledge
Sales record
Merchandise report
Sales people's opinion
Sort & Code data
Internal sources
External sources

Search information to search and summarize information to reduce assortment problems
Summary of style information
Summary of color information
Summary of size information

Sort & Code data
Operational activity

Search & organize internal sources
Style information
Color information
Size information

Sort & Code data
Operational activity

Search & organize external sources
Style information
Color information
Size information

Competitors
Customer panel
Consumer magazines
Fashion forecast services
Vendor opinion
Trade press
Trade show
Reporting bureaus
Geographic area of market

Reliability of external Sources
Not established methods

Difficulties in organizing sources
Biased opinion
Not established methods
Reliability of information Sources

Figure 7-4. Conceptual Assortment Planning Model: Information Search (A2, A211-A212) (Continued)
Figure 7-5. Conceptual Assortment Planning Model: Information Search (A221, A222, & A223) (Continued)
Figure 7-6. Conceptual Assortment Planning Model: Fashion Forecast (A3, A31, A311, A32, A321)  
(Continued)
Evaluate qualitatively to Evaluate alternative products & Predict demand from qualitative aspects of the products

Product evaluation criteria

Aesthetic criteria
- Color/ Pattern/ Styling
- Fabric/ Detail/ Total balance

Situational usage
- Versatility
- Coordination effect
- Fashion sensitivity
- Predicted demand

Performance criteria
- Fit/ Easy care
- Comfort/ Durability
- Quality vs. cost

- Style qualitative evaluation
- Color qualitative evaluation
- Size qualitative evaluation

Rate satisfaction
Rank importance

Biased opinion

Sample products

A1, Merchandise plan

Product evaluation criteria

Product evaluation instruments

Sample products

A3 & A31

A1, Merchandise plan

Product evaluation criteria

Product evaluation instruments

A41

Style qualitative evaluation

A51 & A61

Biased opinion

A42

Color qualitative evaluation

A52 & A62

Biased opinion

A43

Size qualitative evaluation

A63 & A73

Discuss appropriate size variation

Size selection

Figure 7-7. Conceptual Assortment Planning Model: Qualitative Evaluation (A4, A41,A42, & A43) (Continued)
Figure 7-8. Conceptual Assortment Planning Model: Quantitative Evaluation (A5) (Continued)
Figure 7-9. Conceptual Assortment Planning Model: Quantitative Evaluation (A51,A52, & A53) (Continued)
Figure 7-10. Conceptual Assortment Planning Model: Forecasting Product Selection (A6) (Continued)
Figure 7-11. Conceptual Assortment Planning Model: Forecasting Product Selection (A61, A62, & A63) (Continued)
Forecast sales to determine sales for each item

- Style order quantity plan
- Color order quantity plan
- Size order quantity plan

Inputs to Forecasting Sales
- Style selection plan
- Summary of quantitative evaluation results
- Sales goal
- Sales goal & inventory control plan
  - Initial markup for period
  - Planned net sales
  - Beginning of the months
  - Planned ending inventory
  - Planned markdown
  - Planned purchase time

Figure 7-12. Conceptual Assortment Planning Model: Forecasting Sales (A7) (Continued)
Figure 7-13. Conceptual Assortment Planning Model: Forecasting Sales (A7) (Continued)