

Figure 8-1. Practical Assortment Planning Model: A0 Diagram

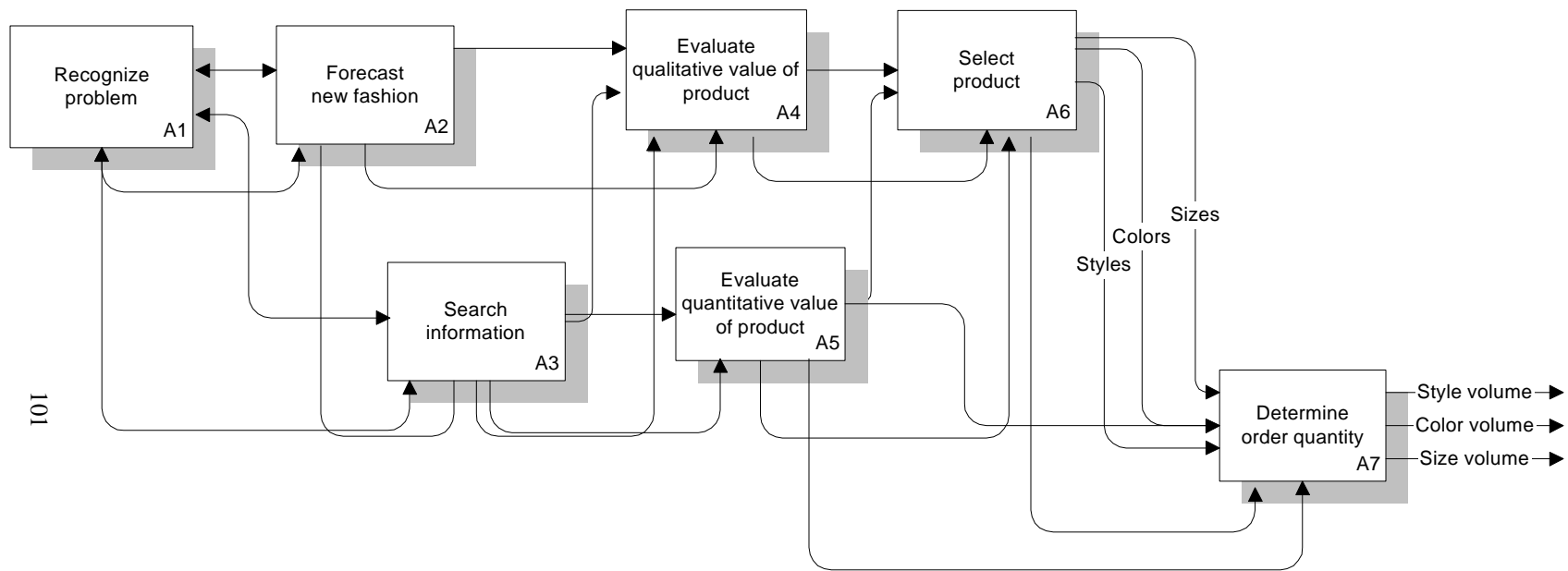


Figure 8-2. Practical Assortment Planning Process (A1 to A7) (Continued)

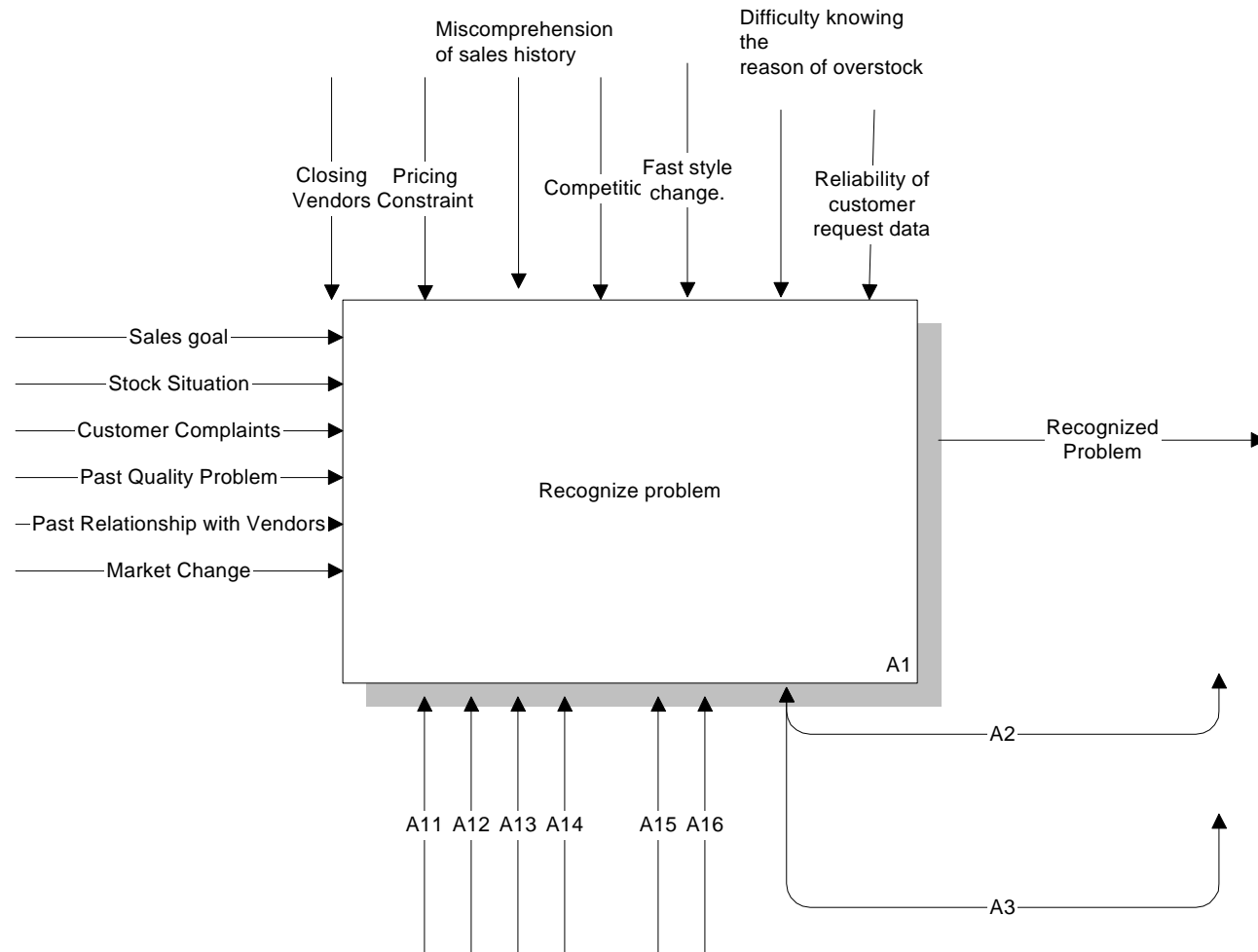


Figure 8-3. Practical Assortment Planning Model: Problem Recognition (A1) (Continued)

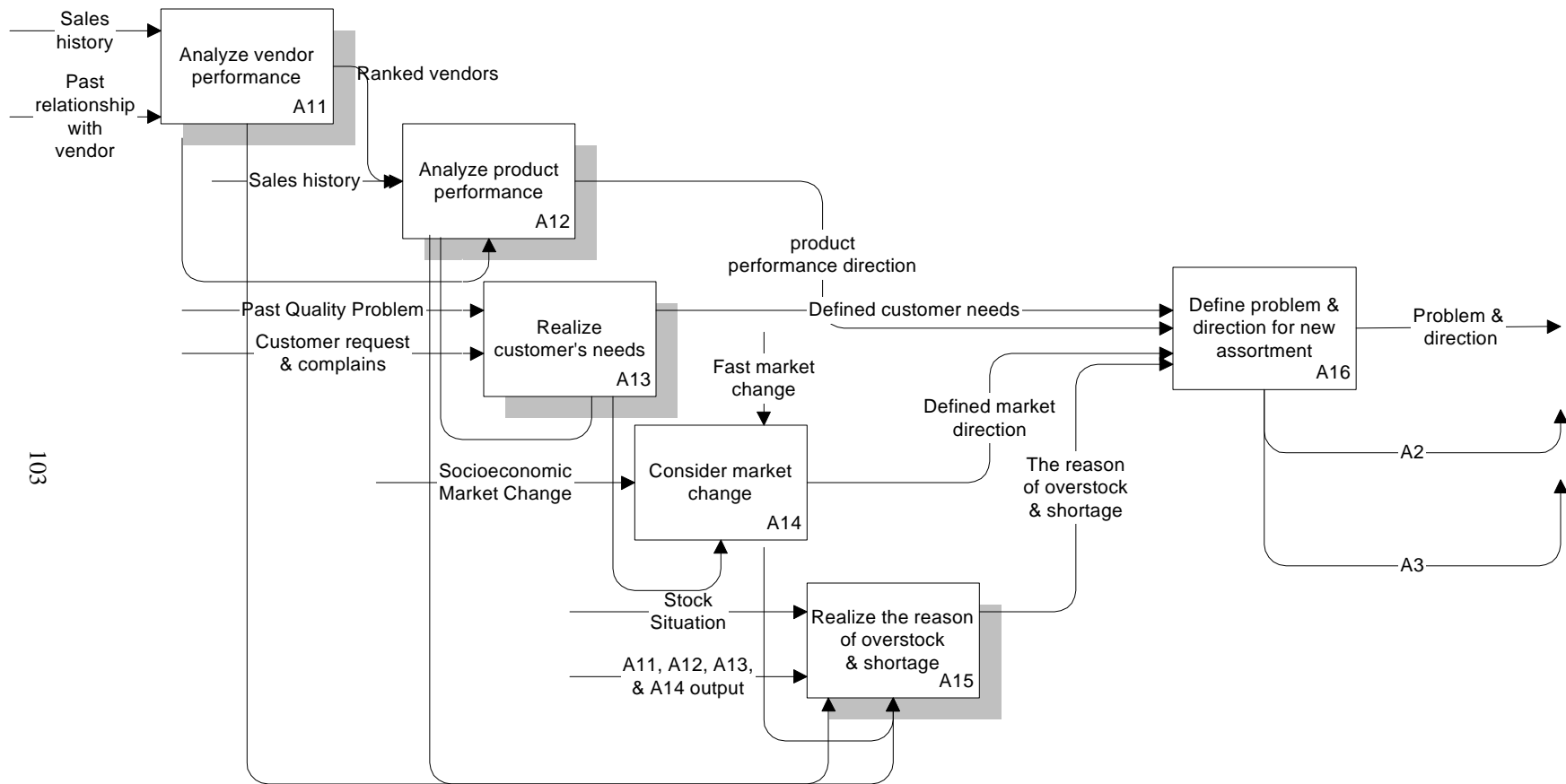


Figure 8-4. Practical Assortment Planning Process: Problem Recognition Process (A11-A17) (Continued)

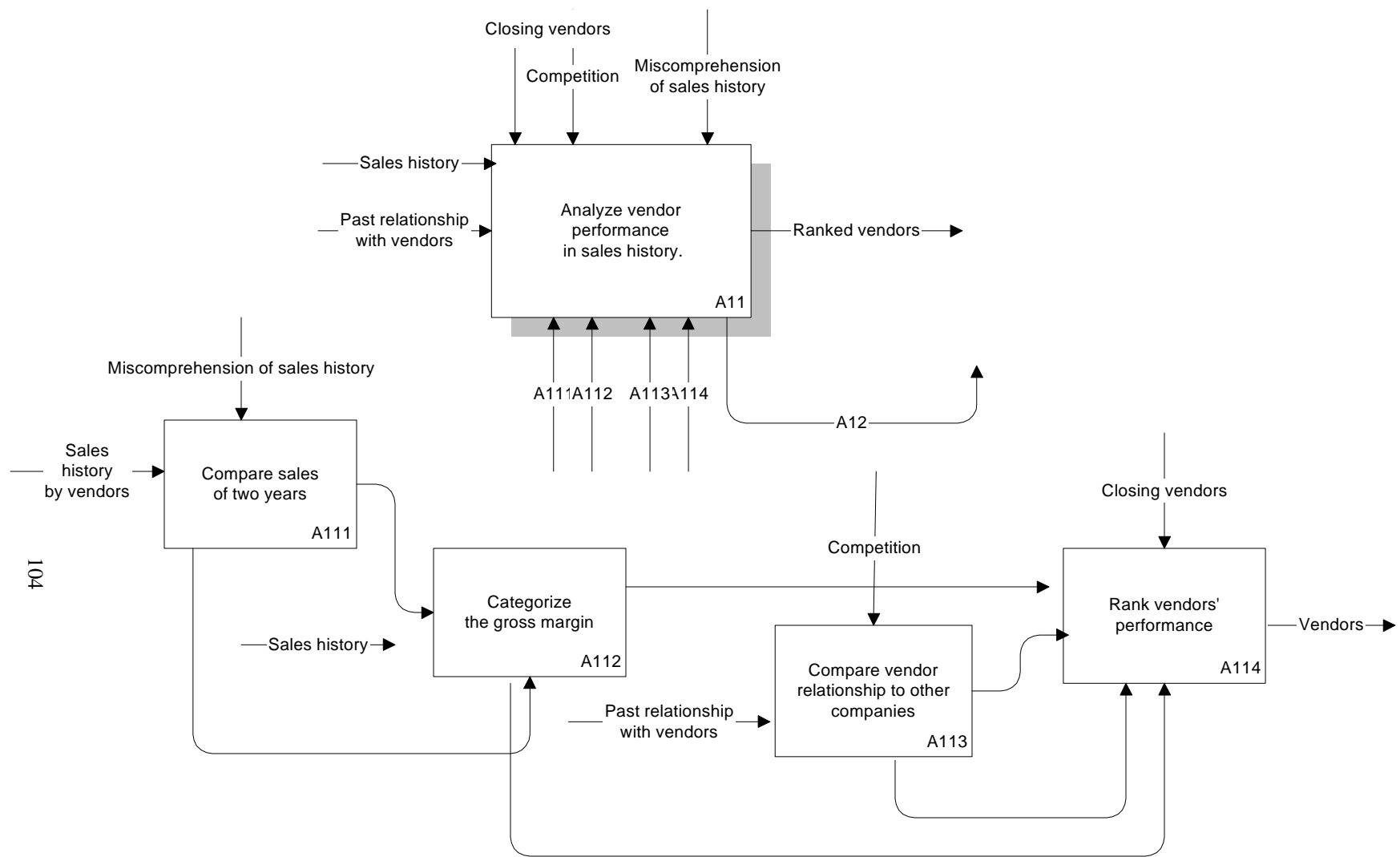


Figure 8-5. Practical Assortment Planning Process: Problem Recognition (A11, A111-A114) (Continued)

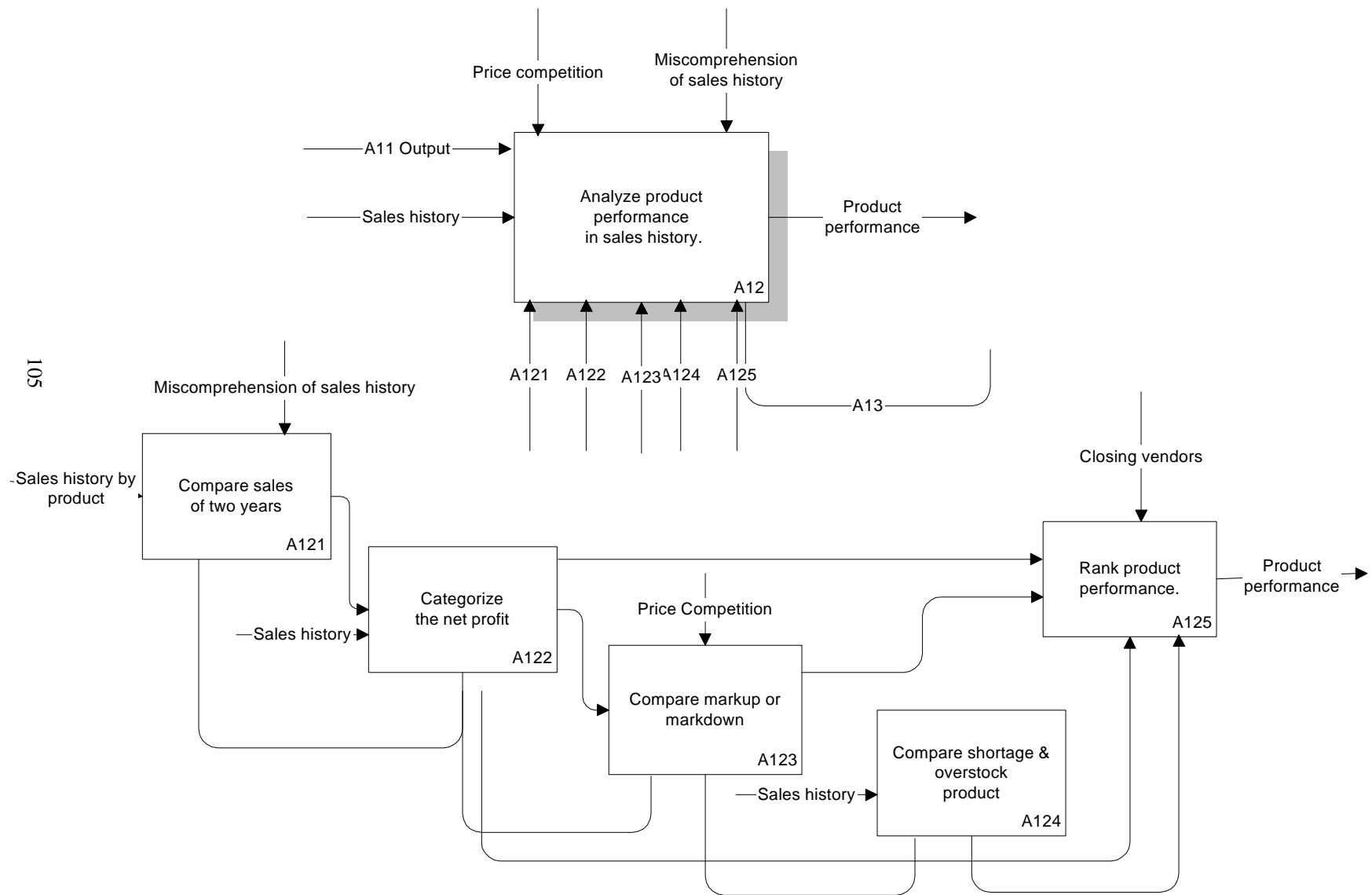


Figure 8-6. Practical Assortment Planning Process: Problem Recognition (A12, A121-A125) (Continued)

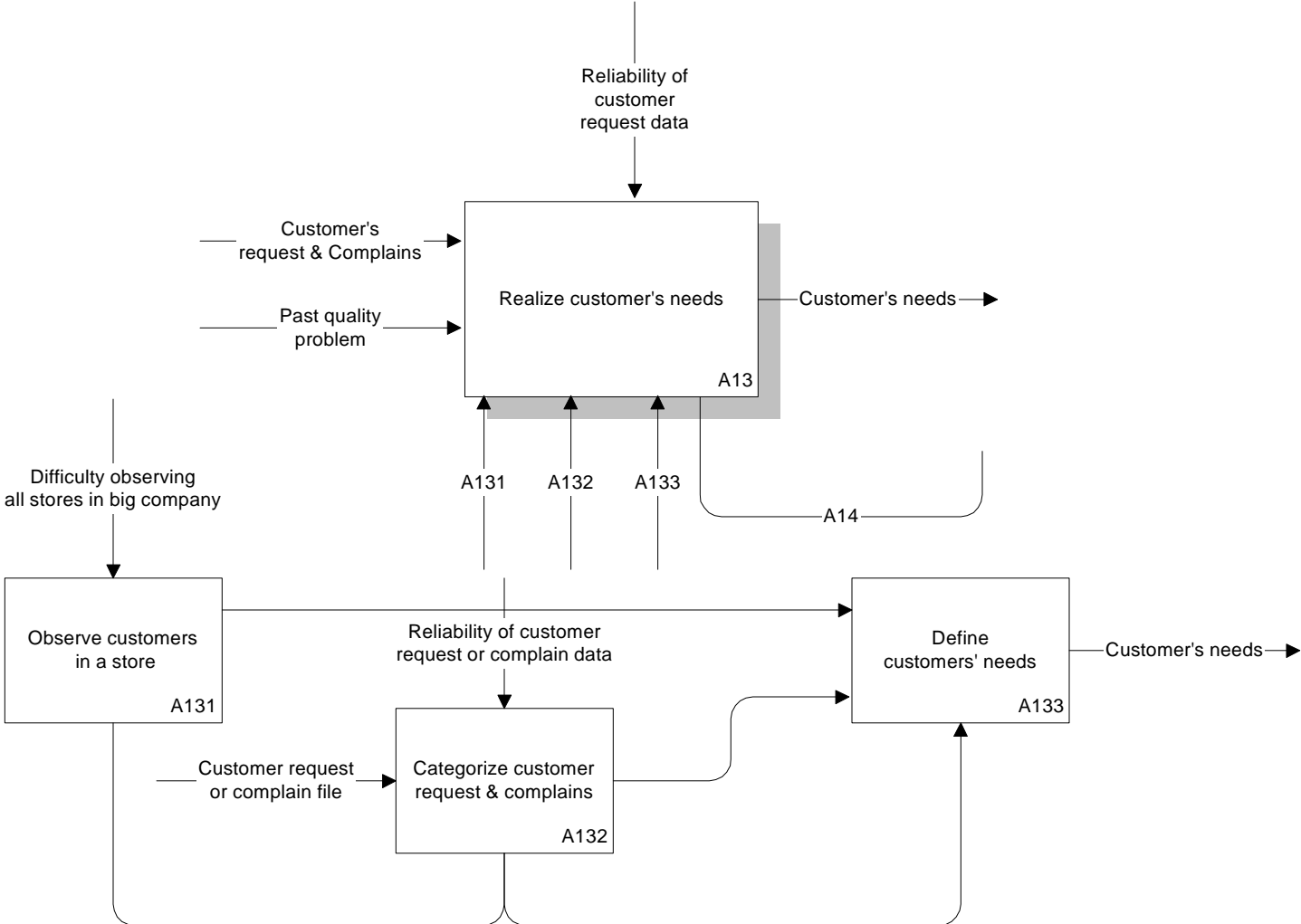


Figure 8-7. Practical Assortment Planning Process: Problem Recognition (A13, A131-A133) (Continued)

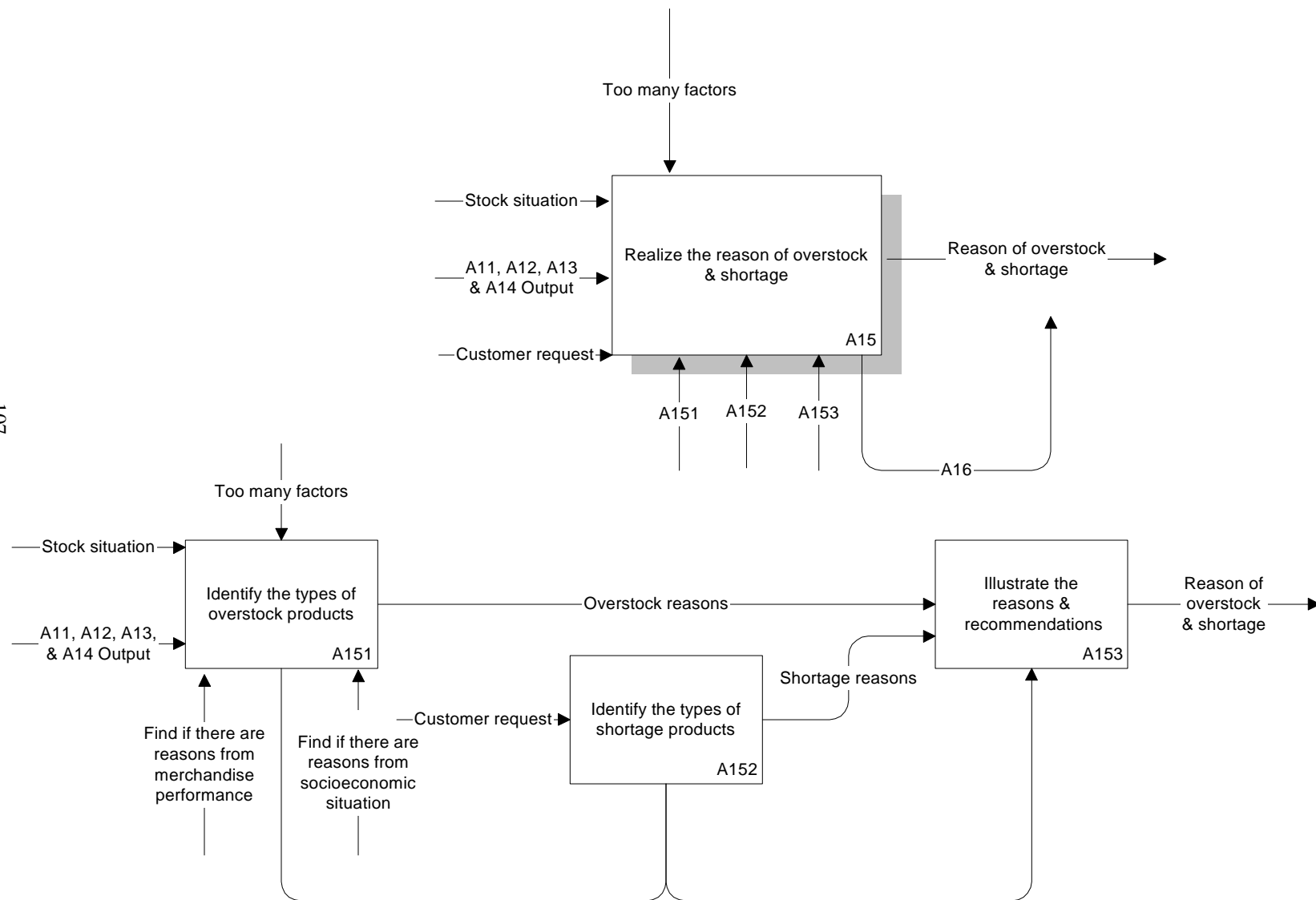


Figure 8-8. Practical Assortment Planning Process: Problem Recognition (A14-A16, A151-A153) (Continued)

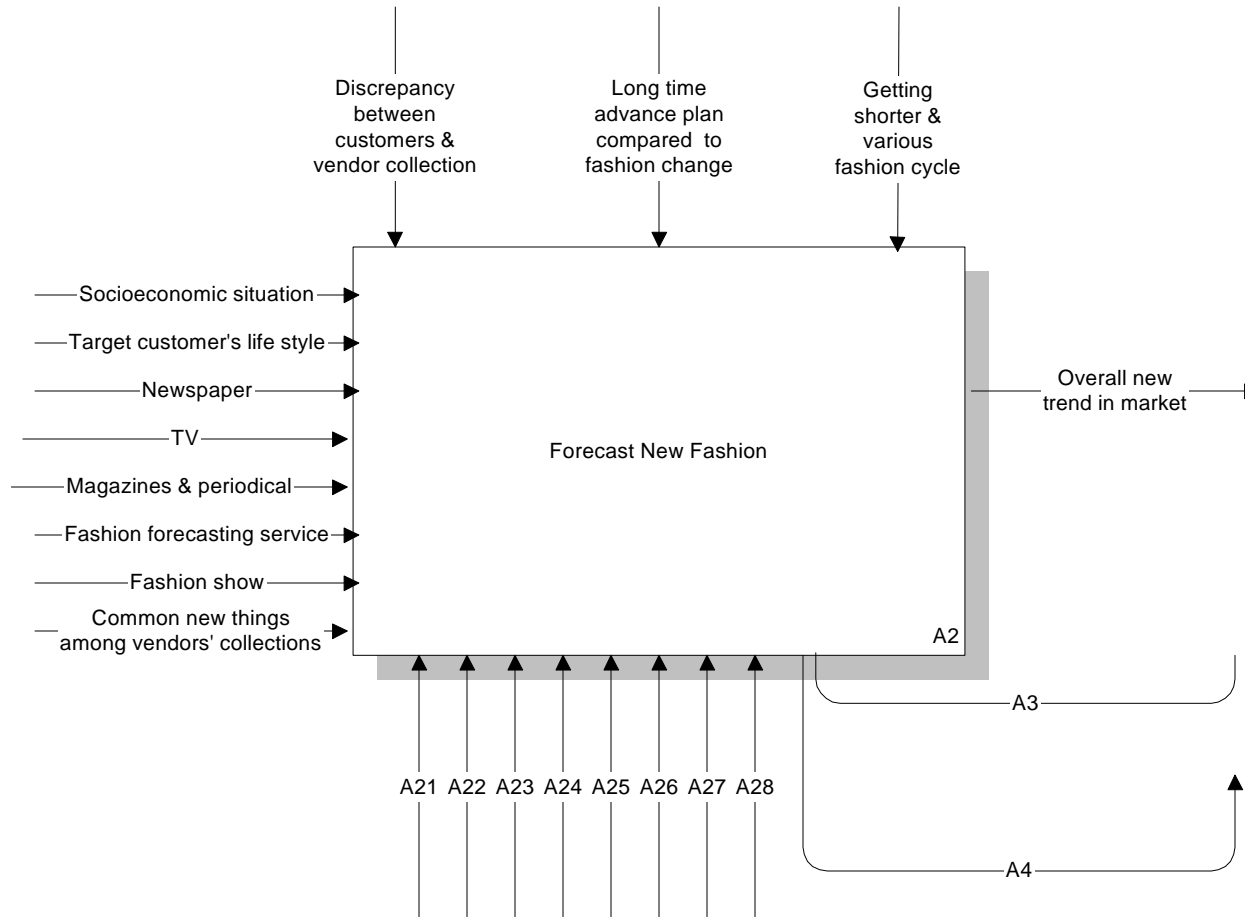


Figure 8-9. Practical Assortment Planning Model: Fashion Forecasting (A2) (Continued)

Figure 8-10. Practical Assortment Planning Process: Fashion Forecasting (A21-A28) (Continued)

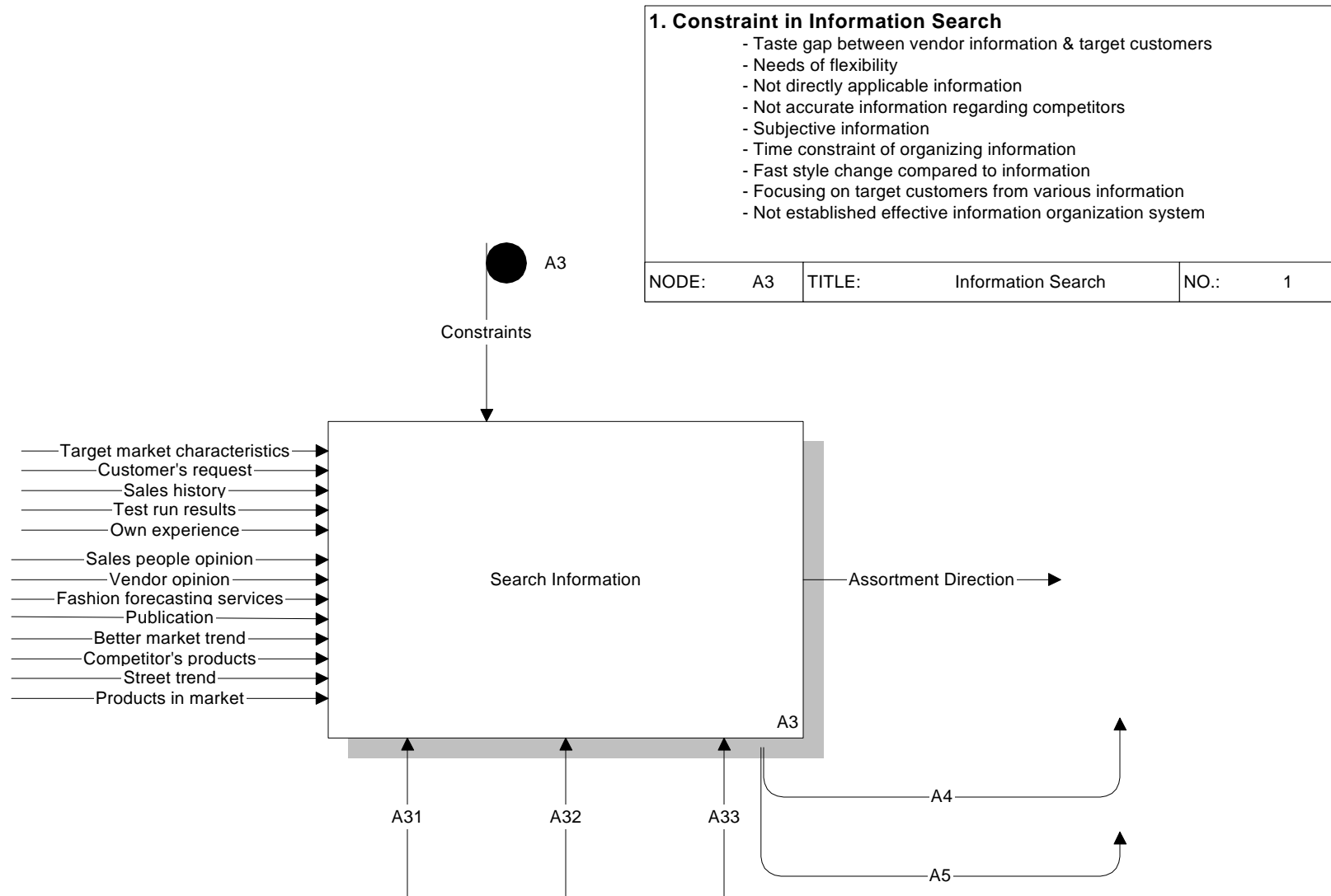


Figure 8-11. Practical Assortment Planning Model: Information Search (A3) (Continued)

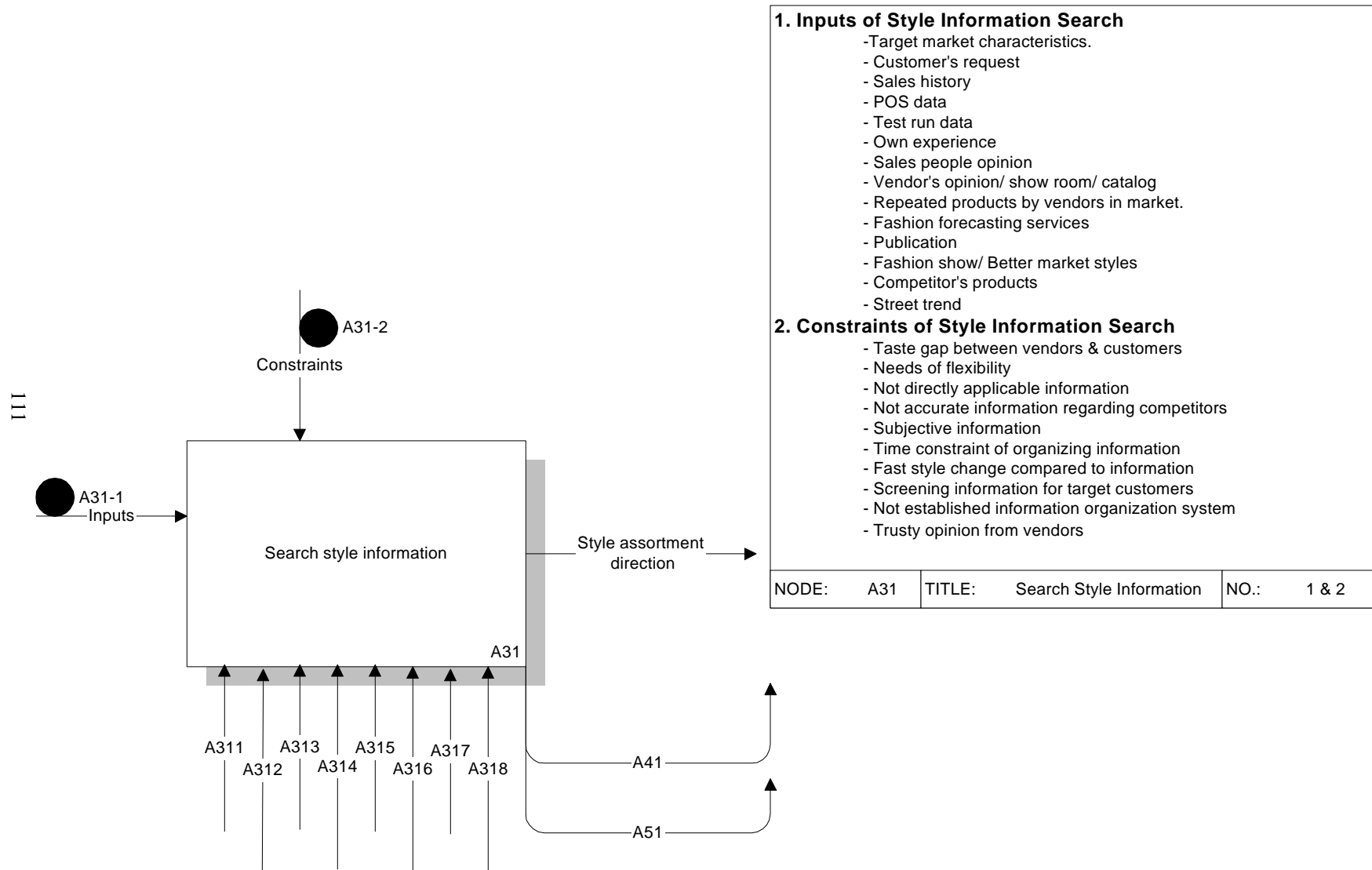


Figure 8-12. Practical Assortment Planning Model: Style Information Search A31 Diagram

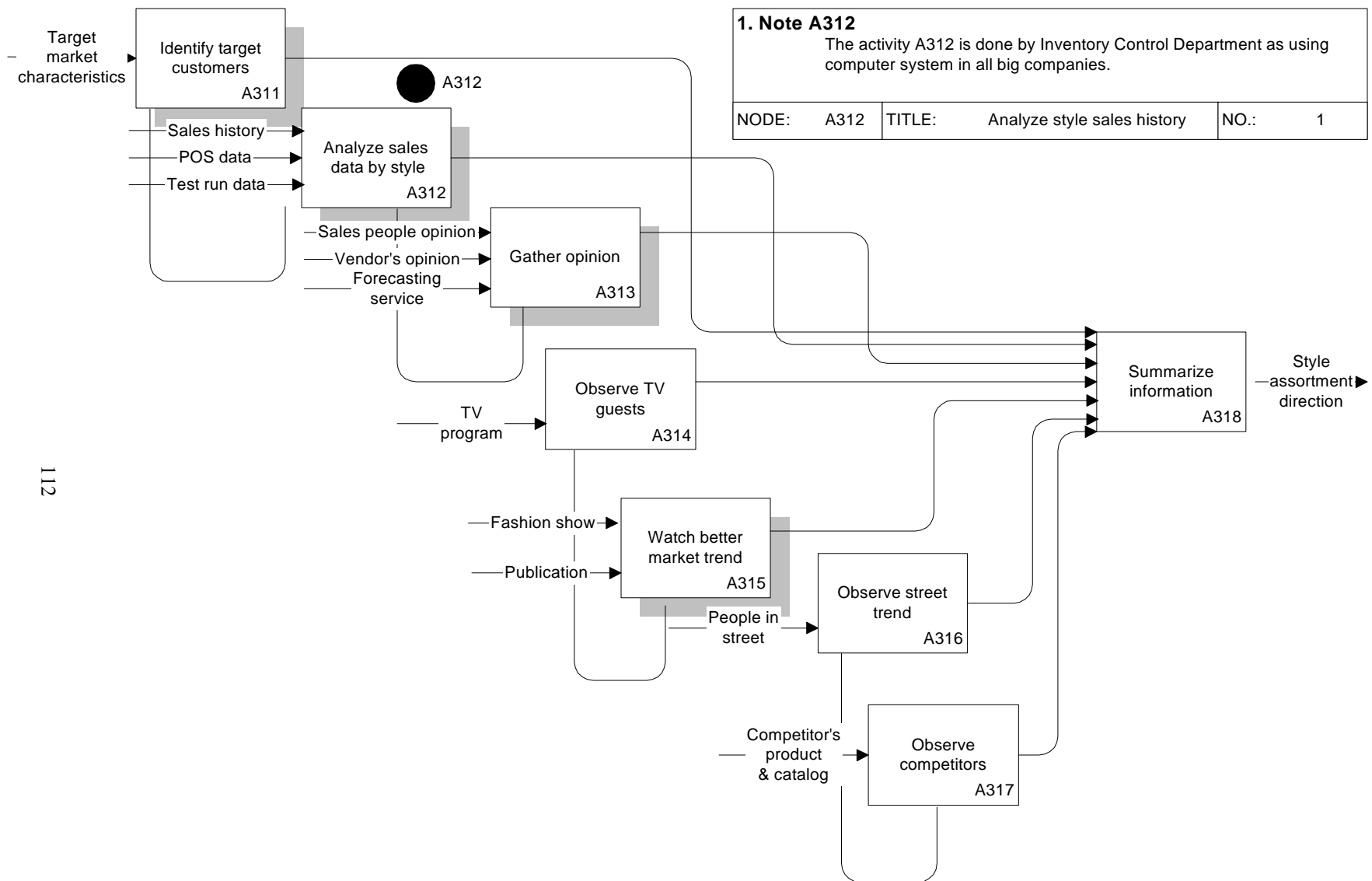


Figure 8-13. Practical Assortment Planning Model: Style Information Search Process (A311-A318) (Continued)

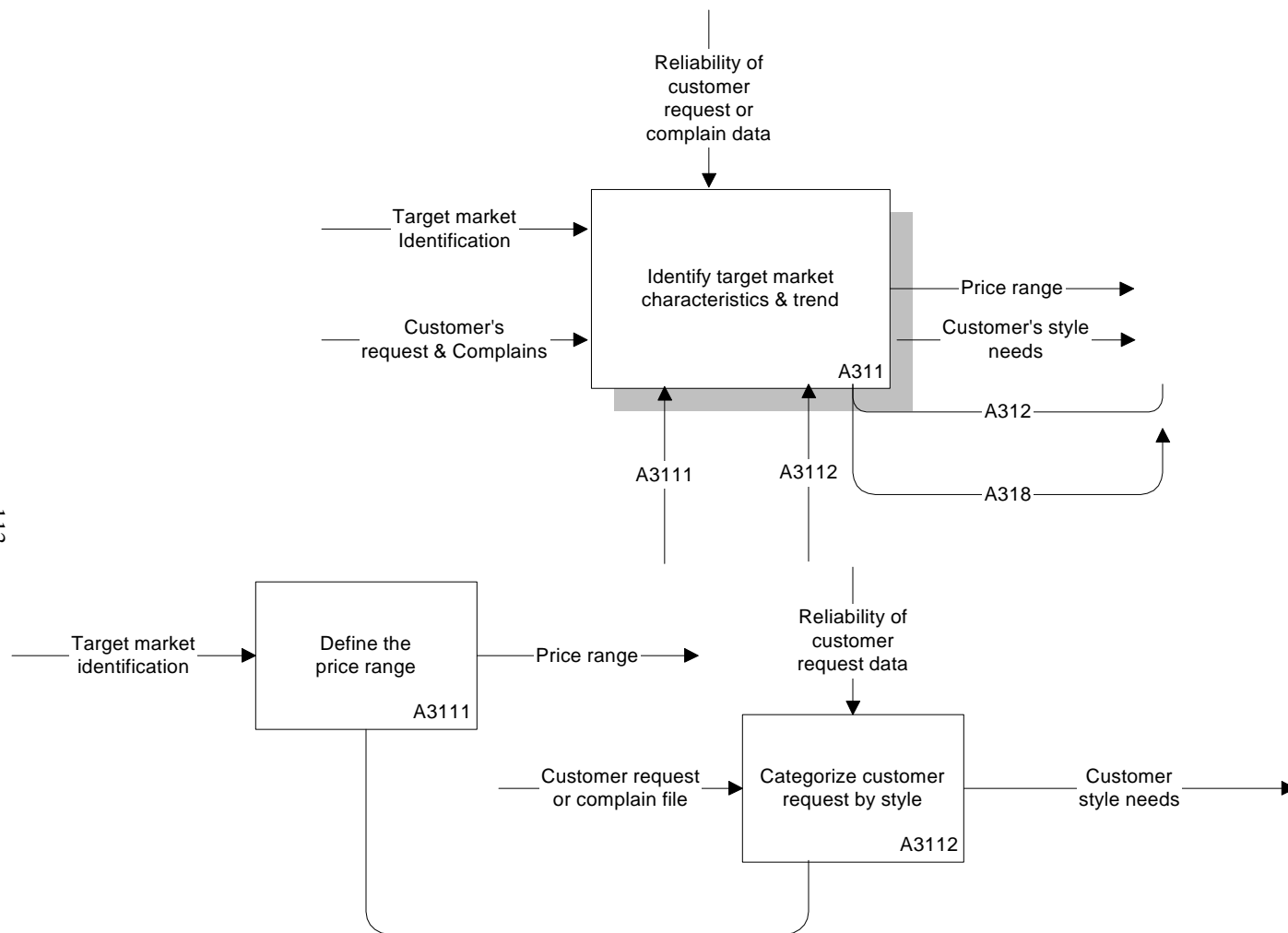


Figure 8-14. Practical Assortment Planning Process: Style Information Search (A311, A3111-A3112)
(Continued)

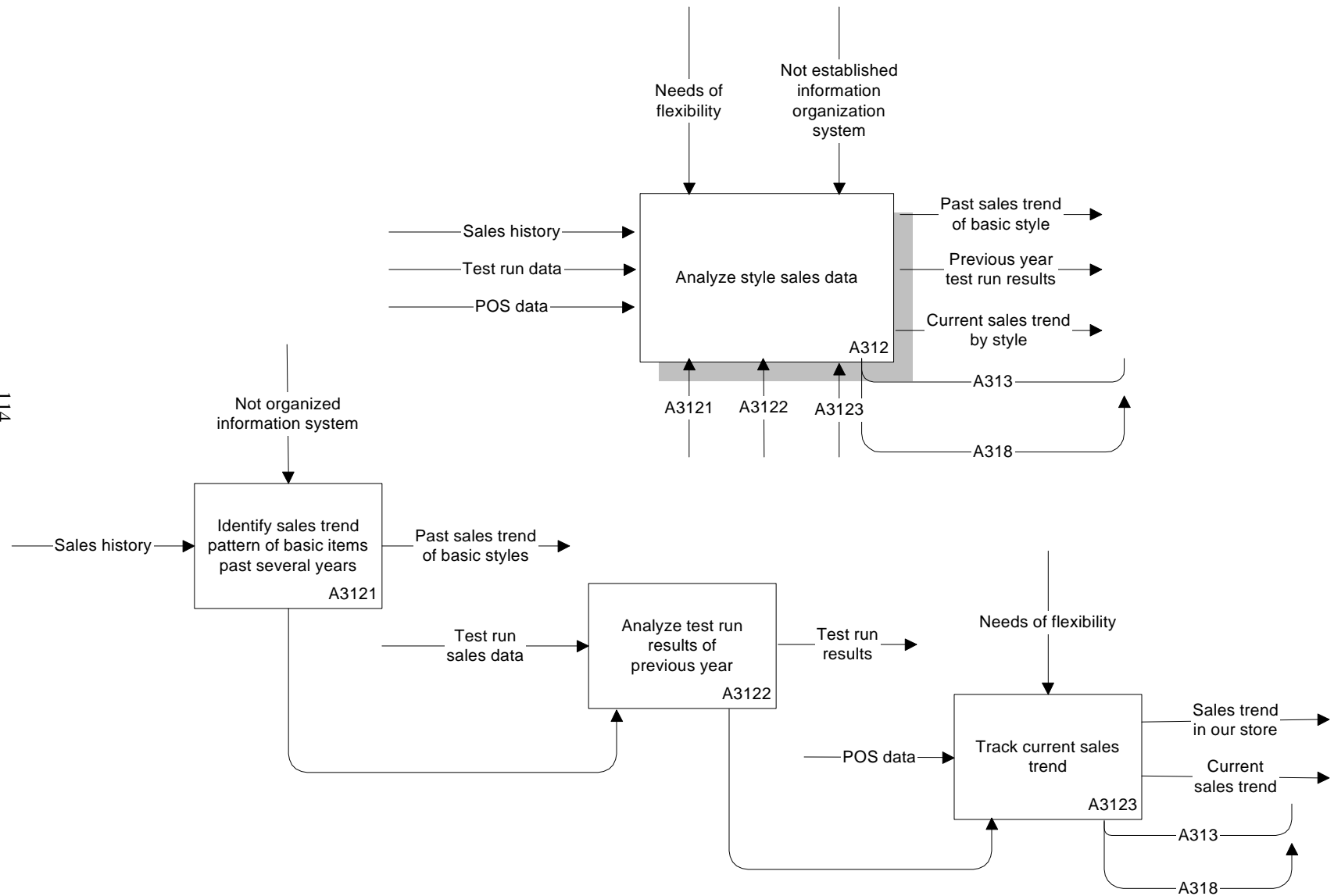


Figure 8-15. Practical Assortment Planning Process: Style Information Search (A312, A3121-A3123) (Continued)

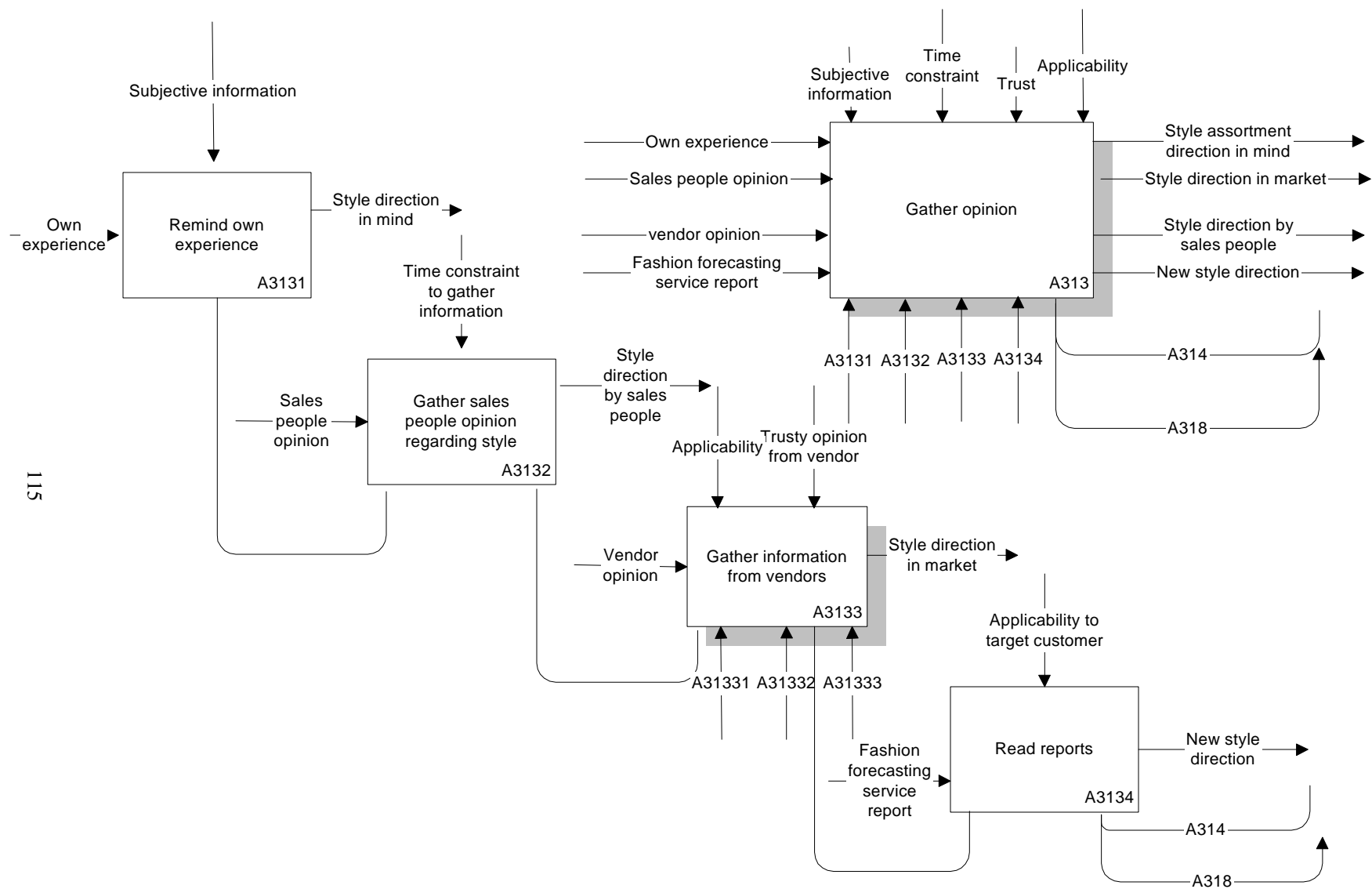


Figure 8-16. Practical Assortment Planning Process: Style Information Search (A313, A3131-A3134) (Continued)

Figure 8-17. Practical Assortment Planning Process: Style Information Search (A3133, A31331-A31334) (Continued)

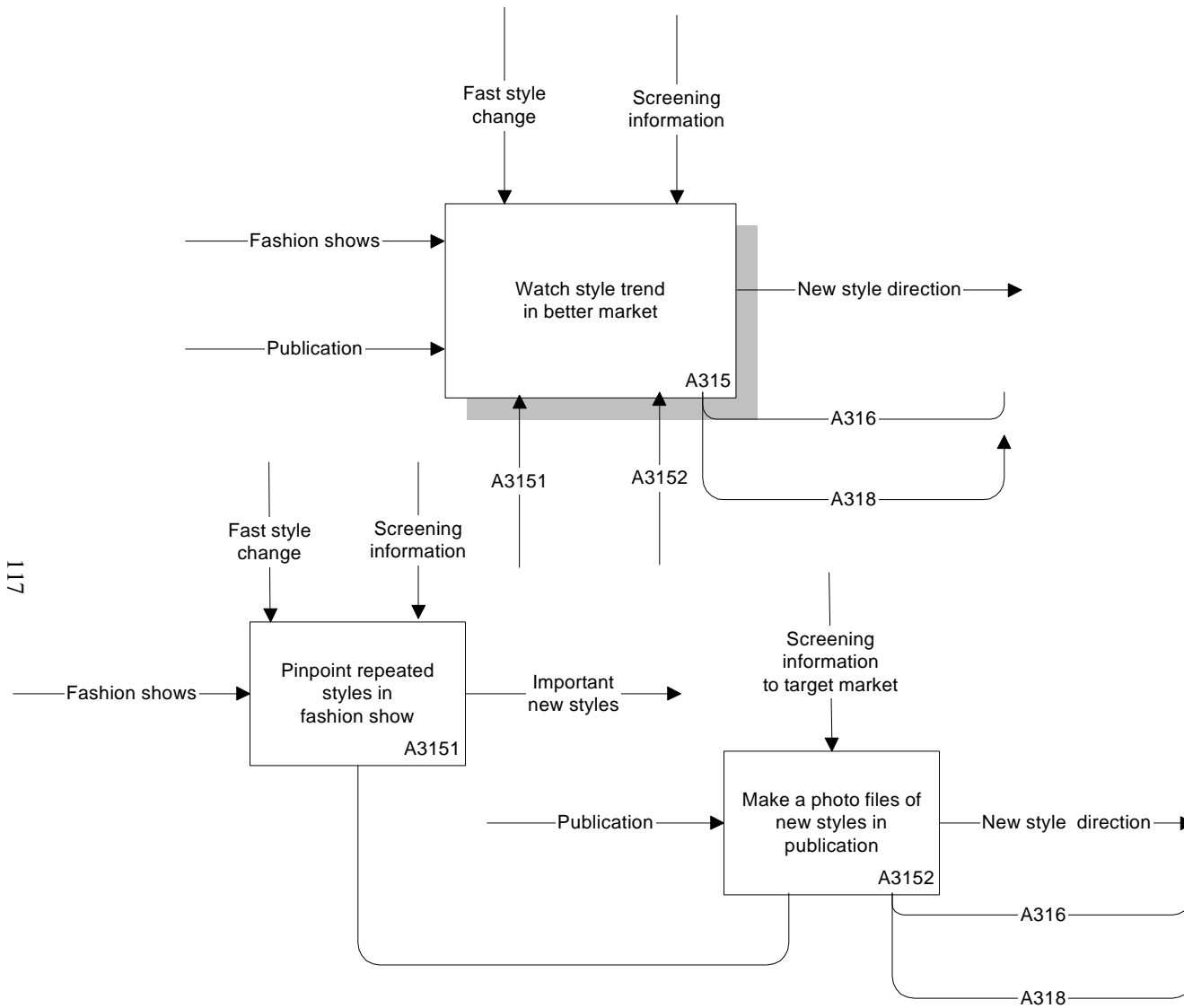


Figure 8-18. Practical Assortment Planning Process: Style Information Search (A315, A3151-A3152) (Continued)

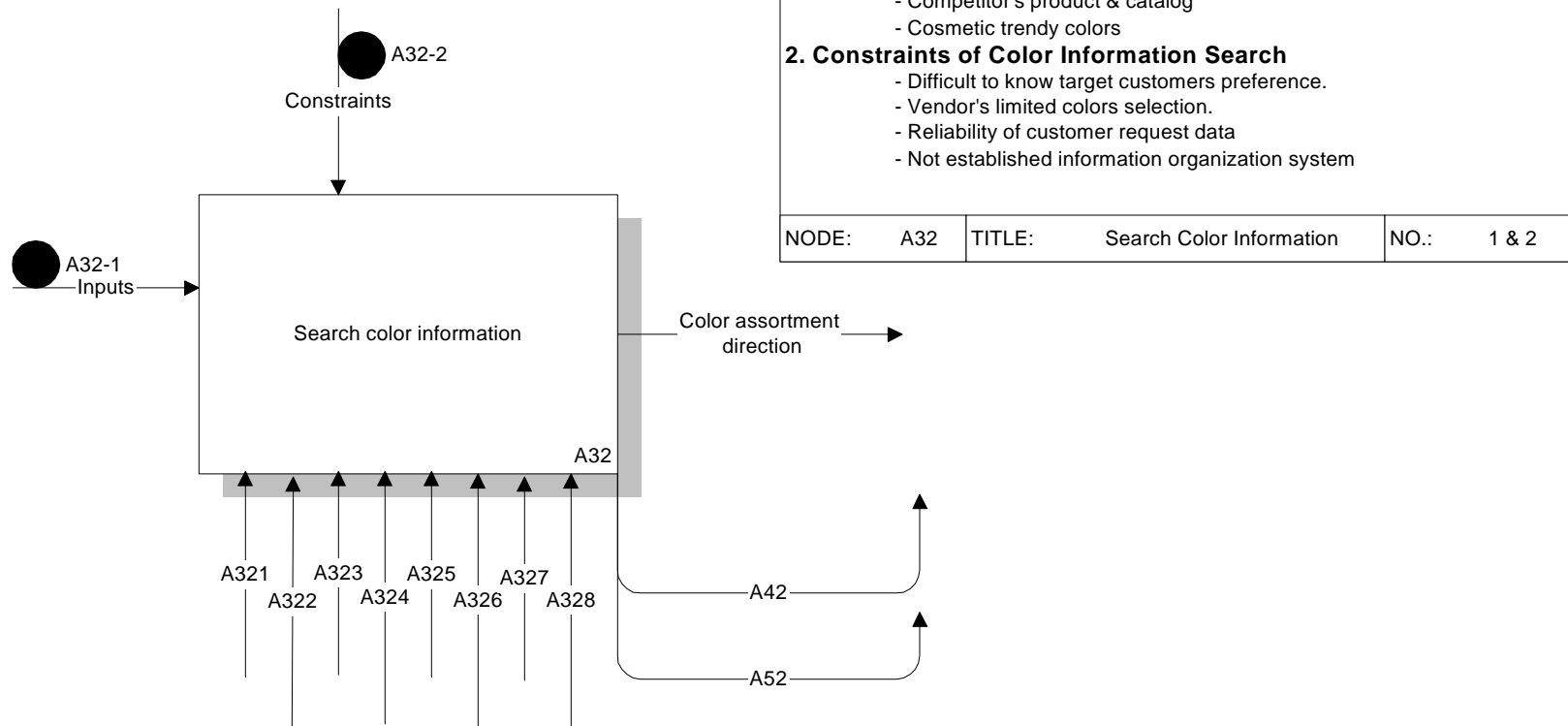


Figure 8-19. Practical Assortment Planning Model: Color Information Search (A32) Diagram

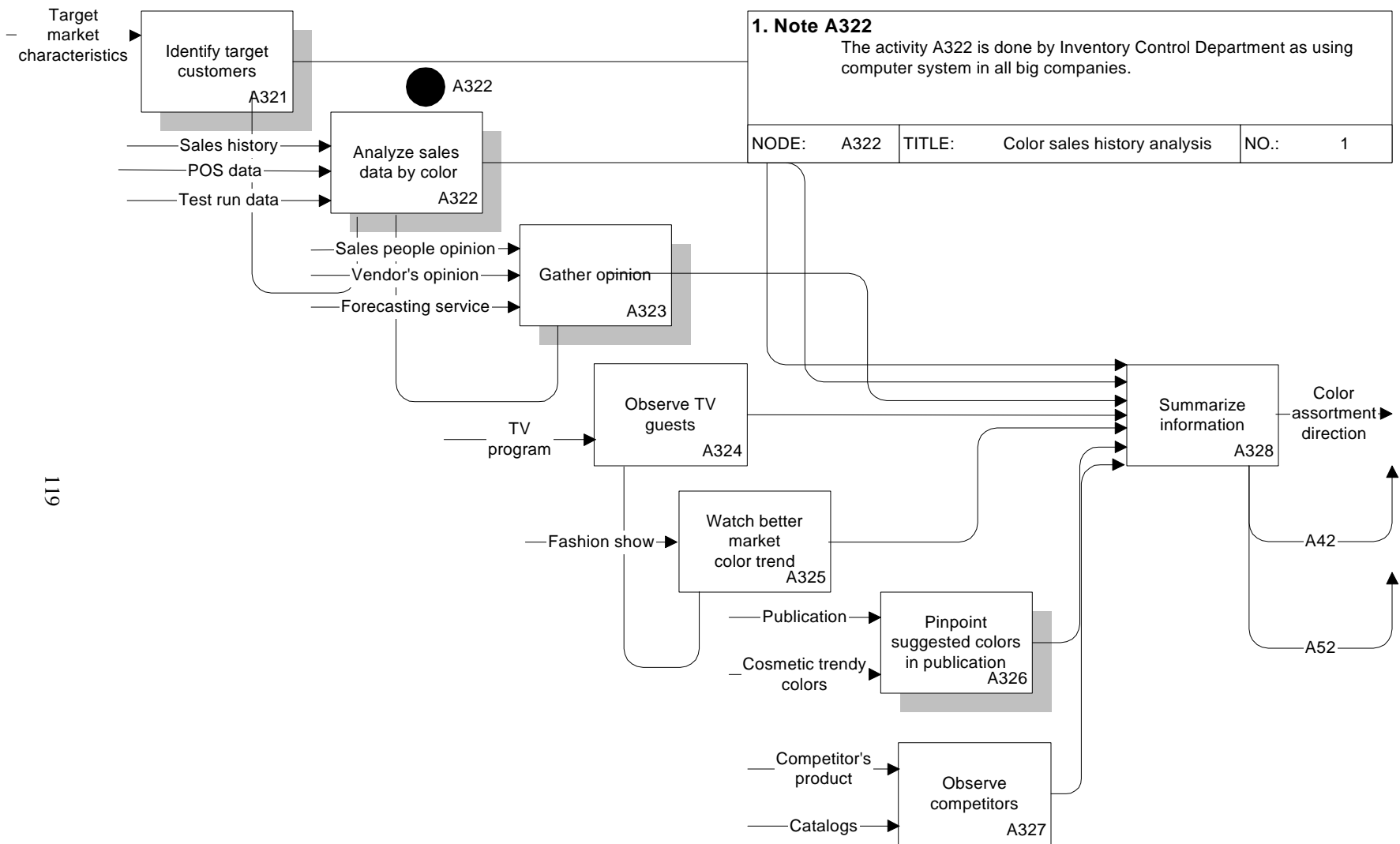


Figure 8-20. Practical Assortment Planning Model: Color Information Search Process (A321-A328) (Continued)

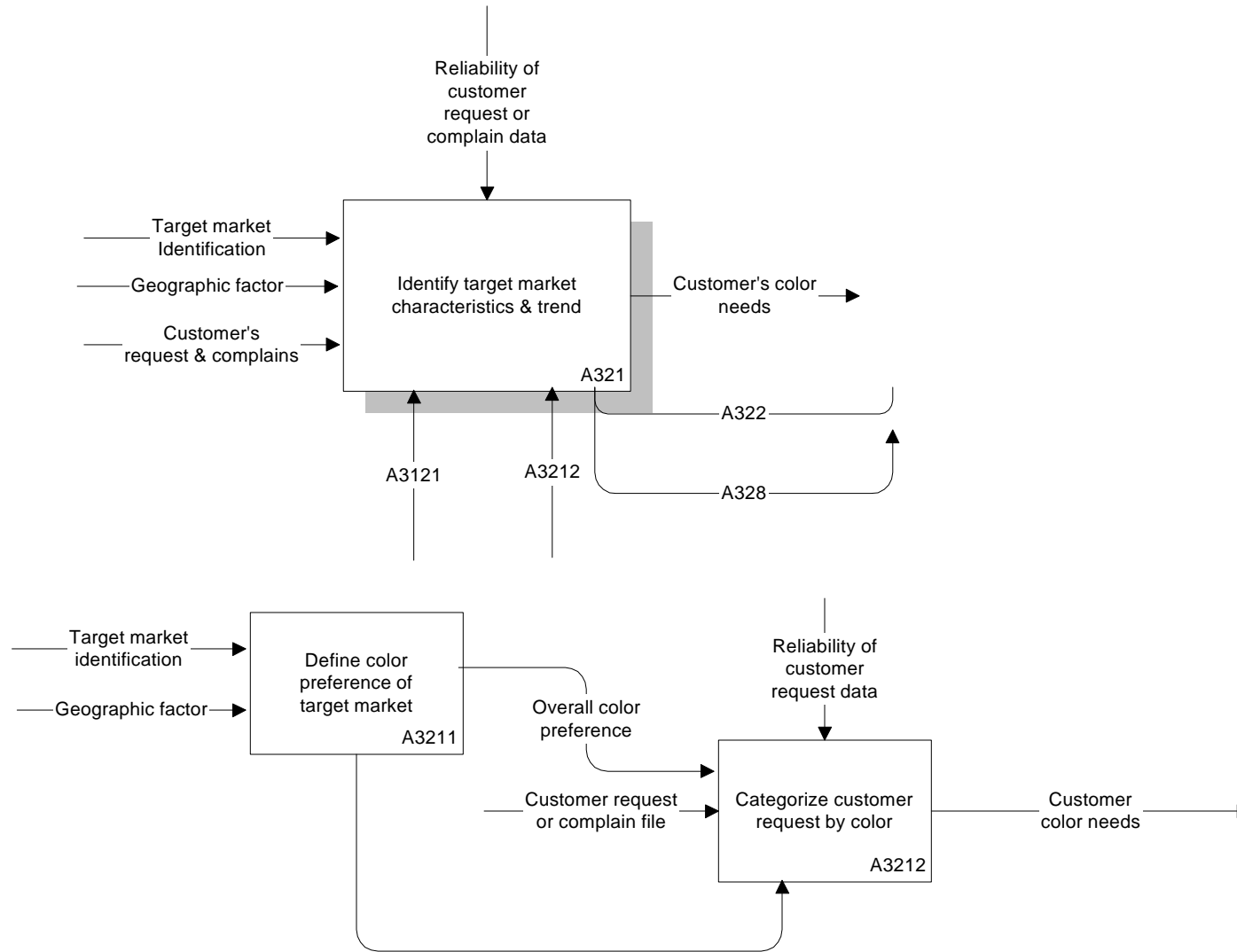


Figure 8-21. Practical Assortment Planning Process: Color Information Search (A321, A3211-A3212) (Continued)

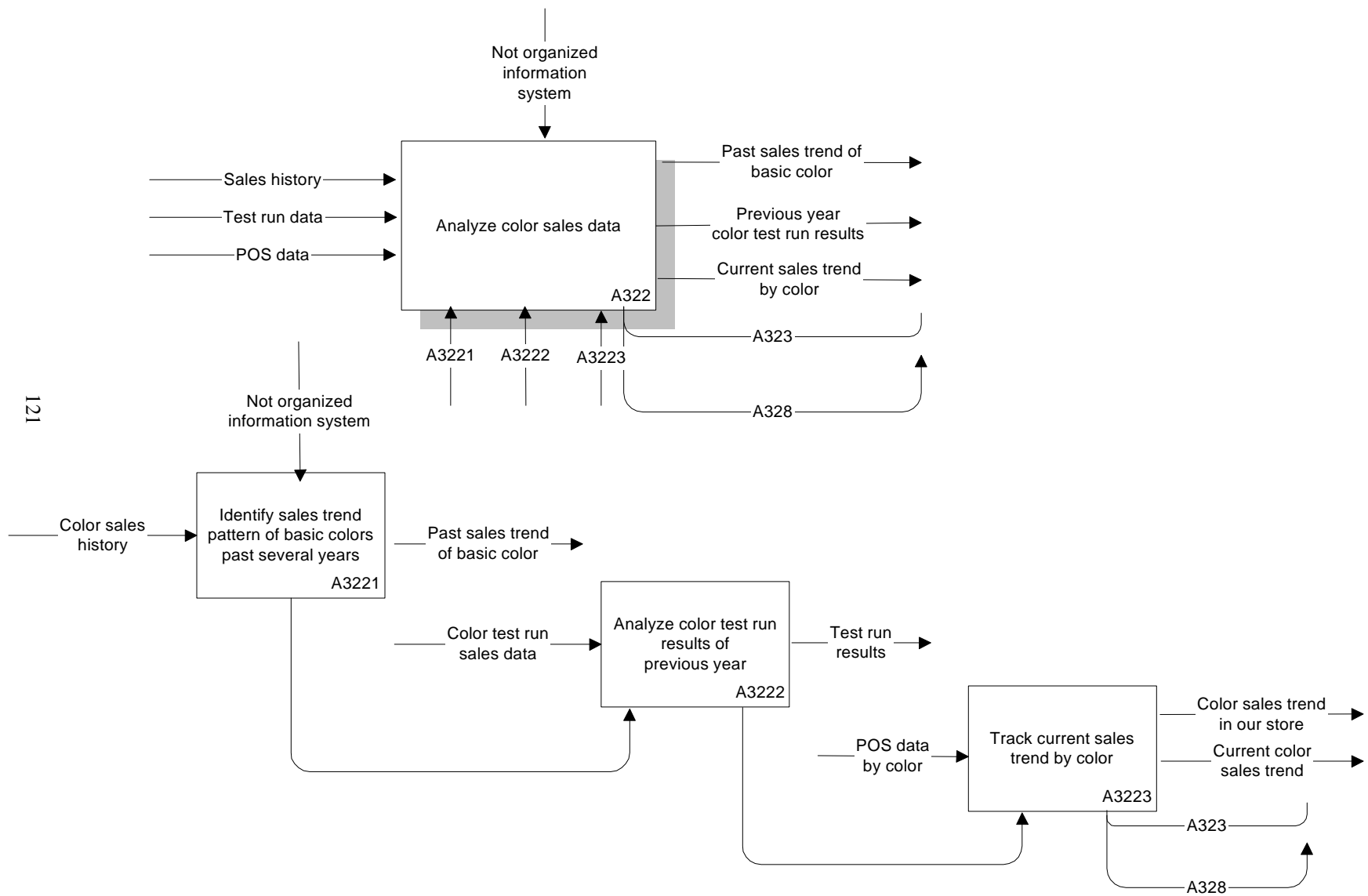


Figure 8-22. Practical Assortment Planning Process: Color Information Search (A322, A3221-A3223) (Continued)

Figure 8-23. Practical Assortment Planning Process: Color Information Search (A323, A3231-A3234) (Continued)

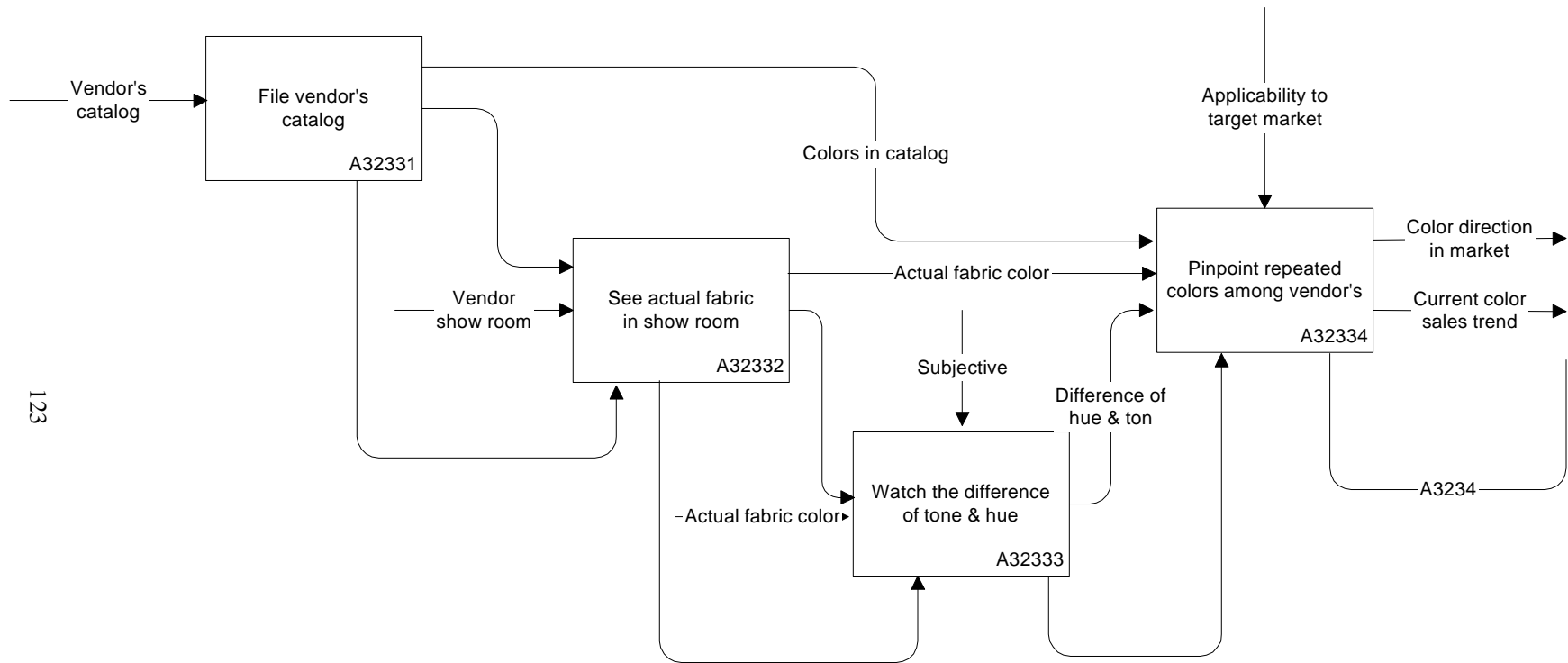


Figure 8-24. Practical Assortment Planning Process: Color Information Search (A3233, A32331-A32334)
(Continued)

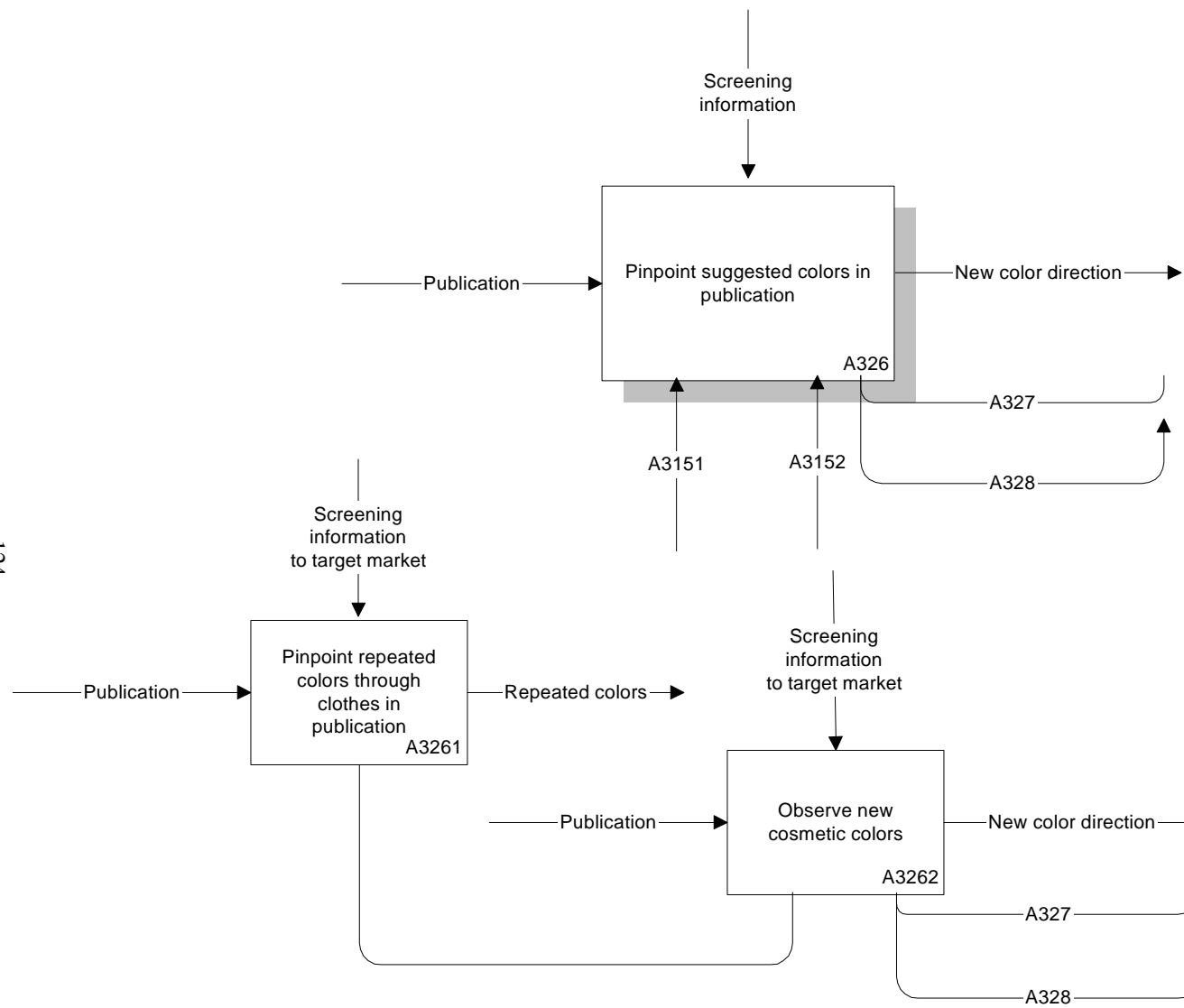
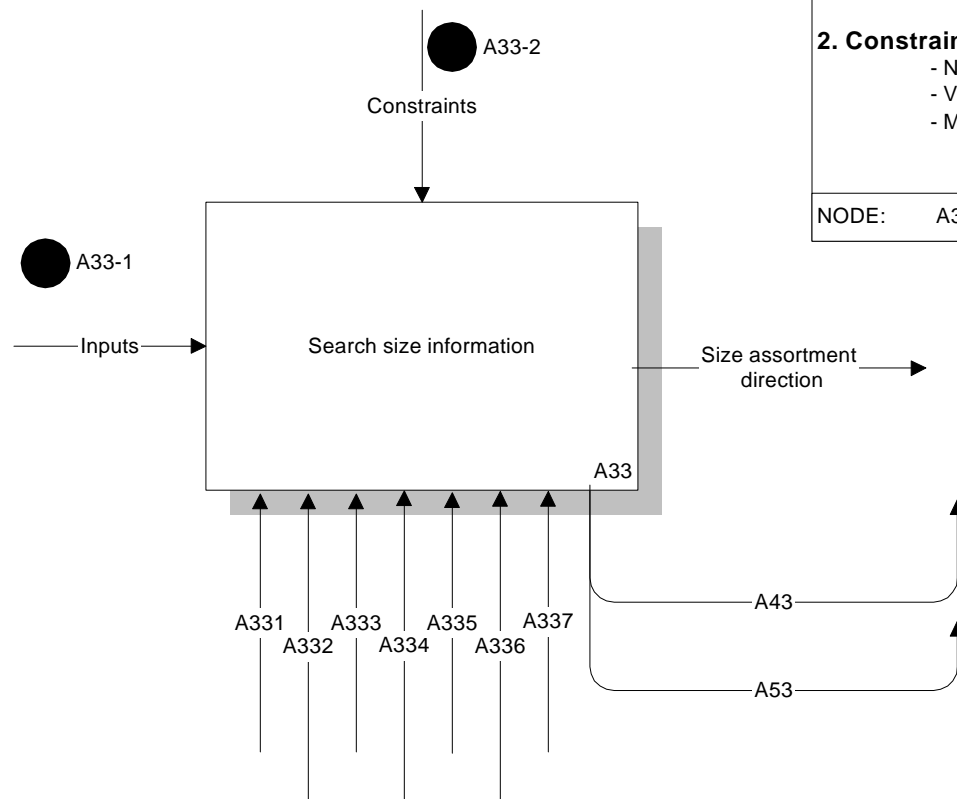


Figure 8-25. Practical Assortment Planning Process: Color Information Search (A326, A3261-A3262) (Continued)



1. Inputs of Size Information Search

- Target market characteristics (Ethnicity & Age).
- Size sales history
- POS data regarding colors
- Customer request
- Own experience
- Sales people opinion
- Vendor's opinion/ pre-pack/ size-spec
- Publication
- Test run results
- Survey results regarding fit.

2. Constraints of Size Information Search

- Needs for accurate demographic information by geographic area.
- Vendor's different size spec (e.g., Europe manufacturer)
- Minimum quantity requirement of pre-pack regulation.

NODE:	A33	TITLE:	Search Size Information	NO.:	1 & 2
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Figure 8-26. Practical Assortment Planning Model: Size Information Search (A33) Diagram

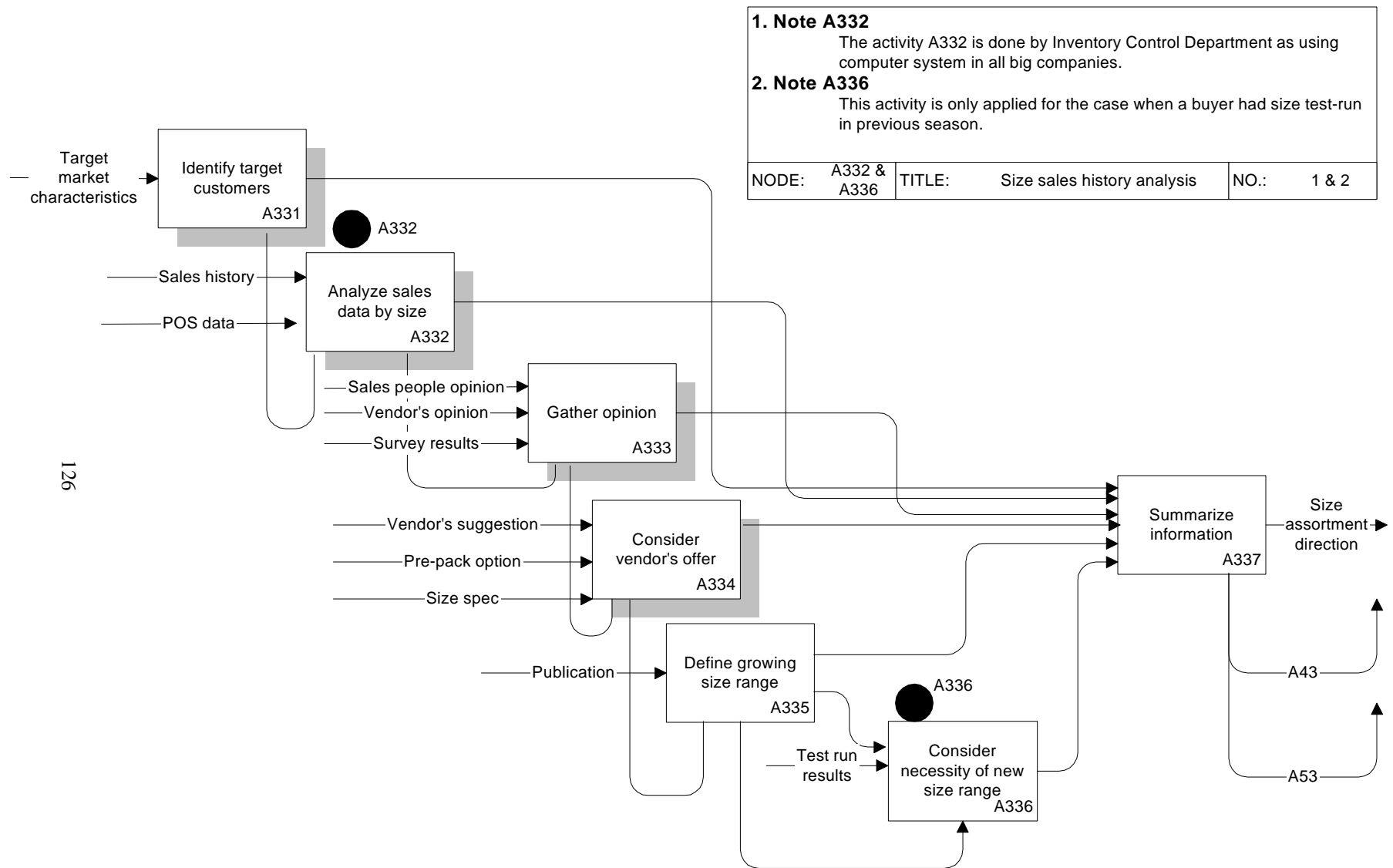


Figure 8-27. Practical Assortment Planning Model: Size Information Search Process (A331-A327) (Continued)

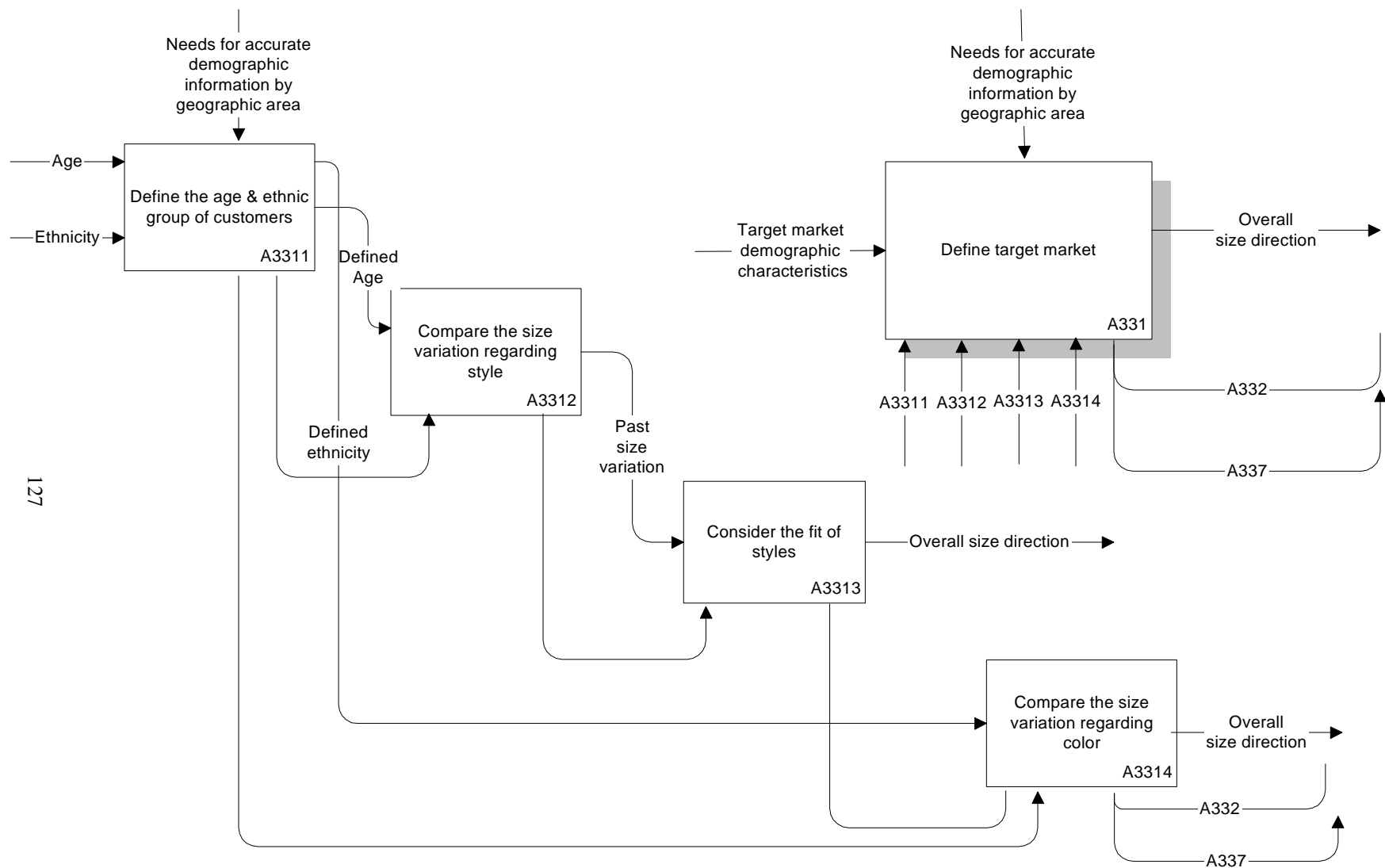


Figure 8-28. Practical Assortment Planning Process: Size Information Search (A331, A3311-A3314)
(Continued)

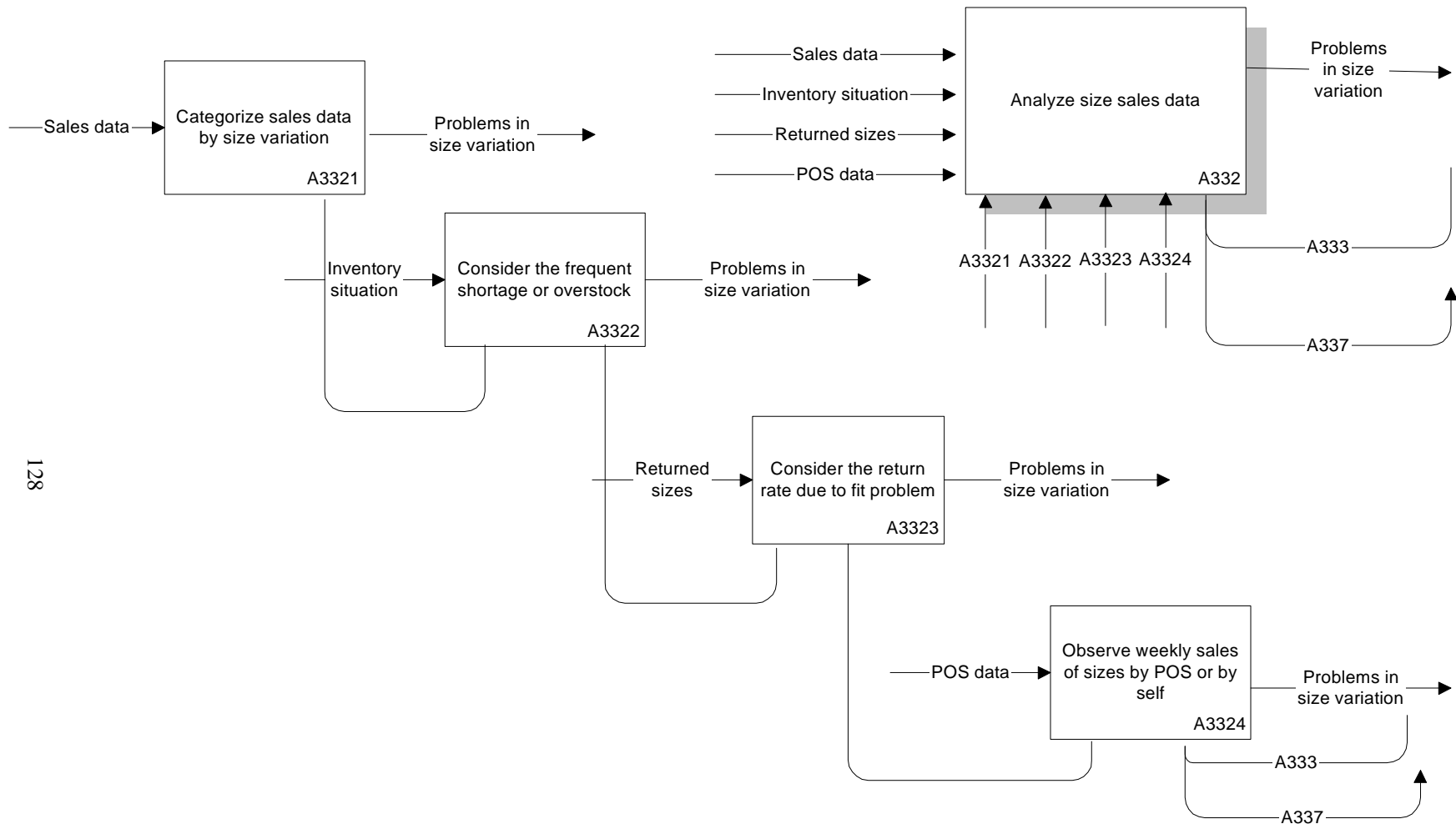


Figure 8-29. Practical Assortment Planning Process: Size Information Search (A332, A3321-A3324) (Continued)

Figure 8-30. Practical Assortment Planning Process: Size Information Search (A333, A3331-A3334) (Continued)

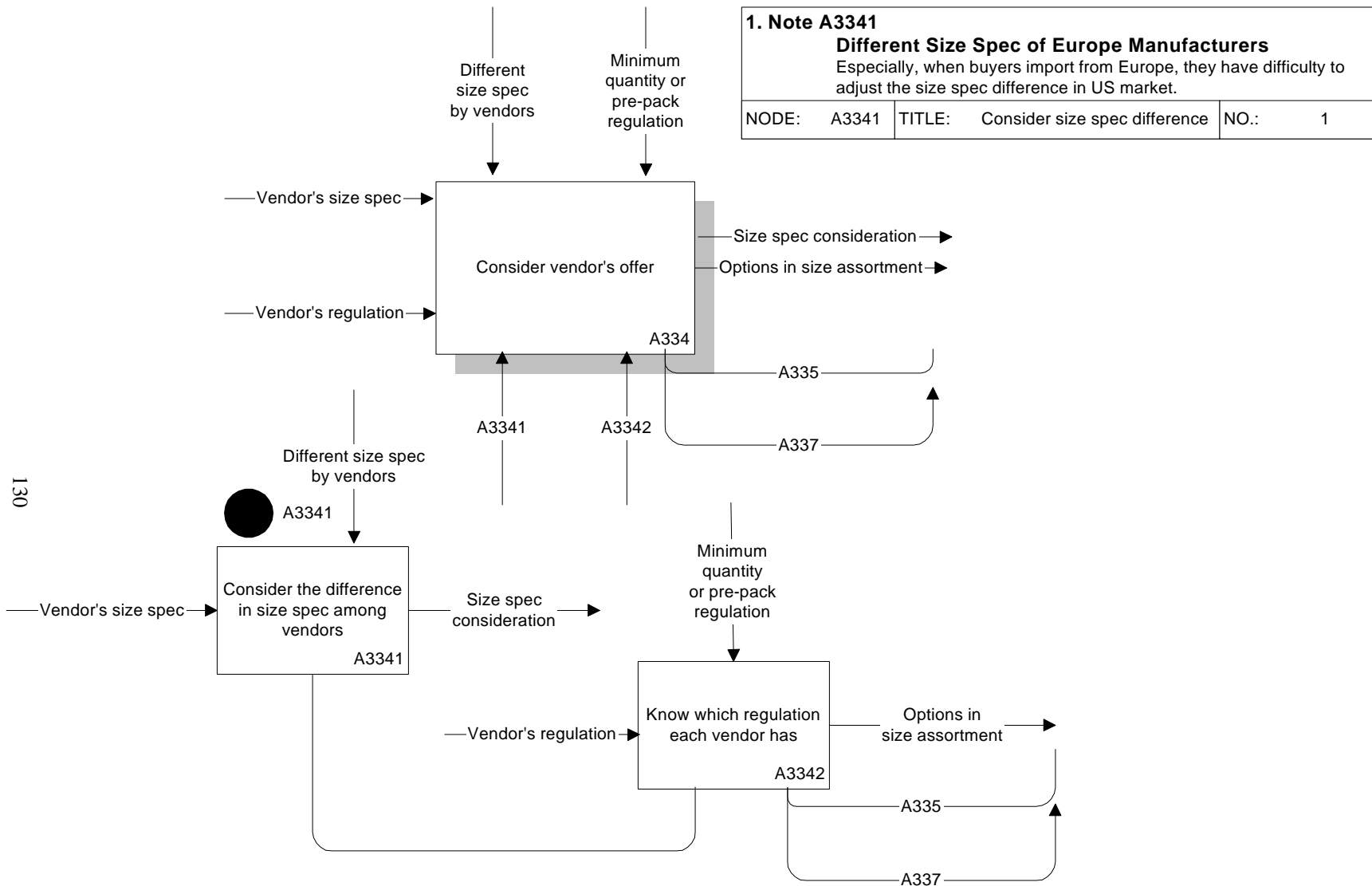


Figure 8-31. Practical Assortment Planning Process: Size Information Search (A334, A3341-A3342)
 (Continued)

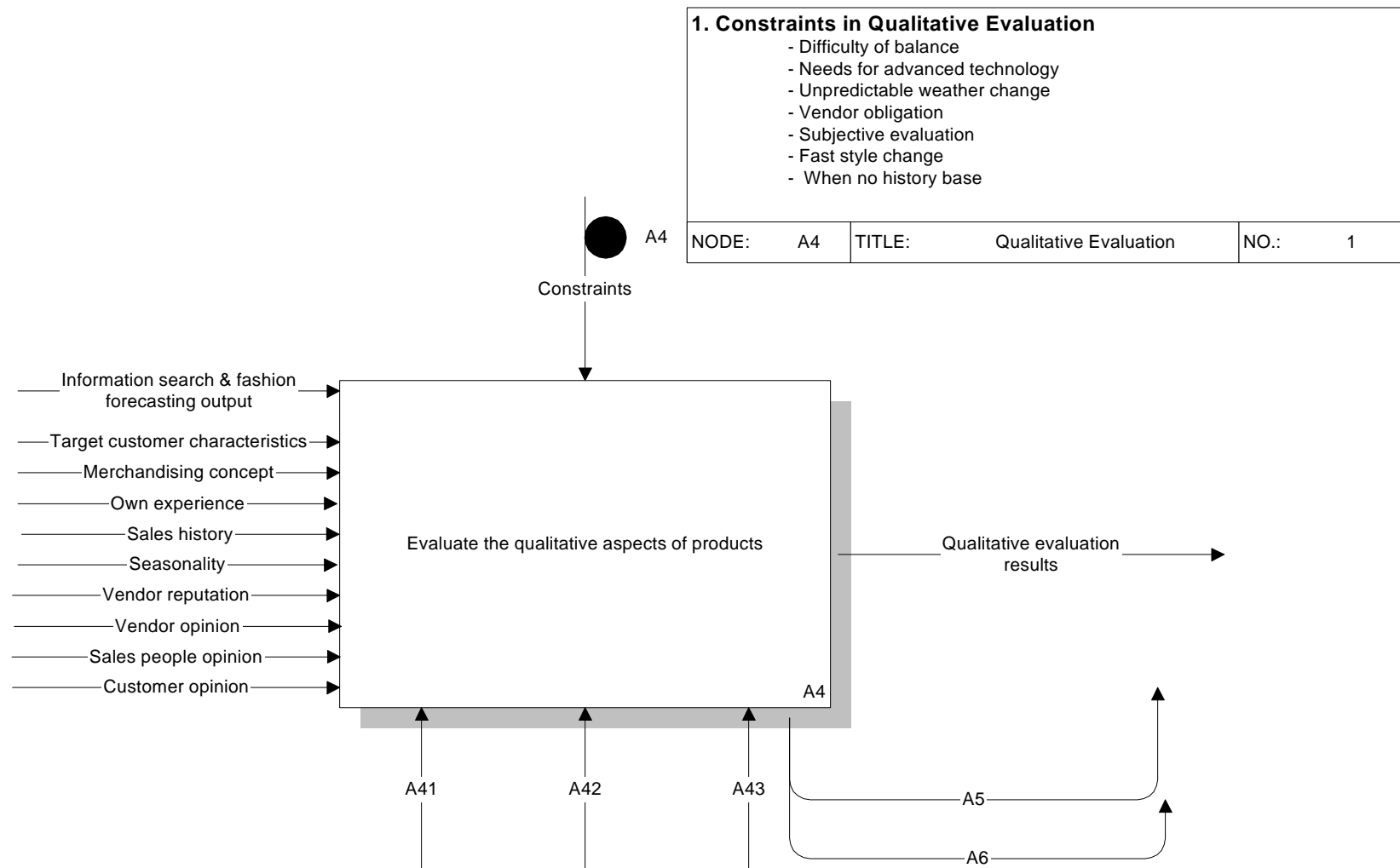
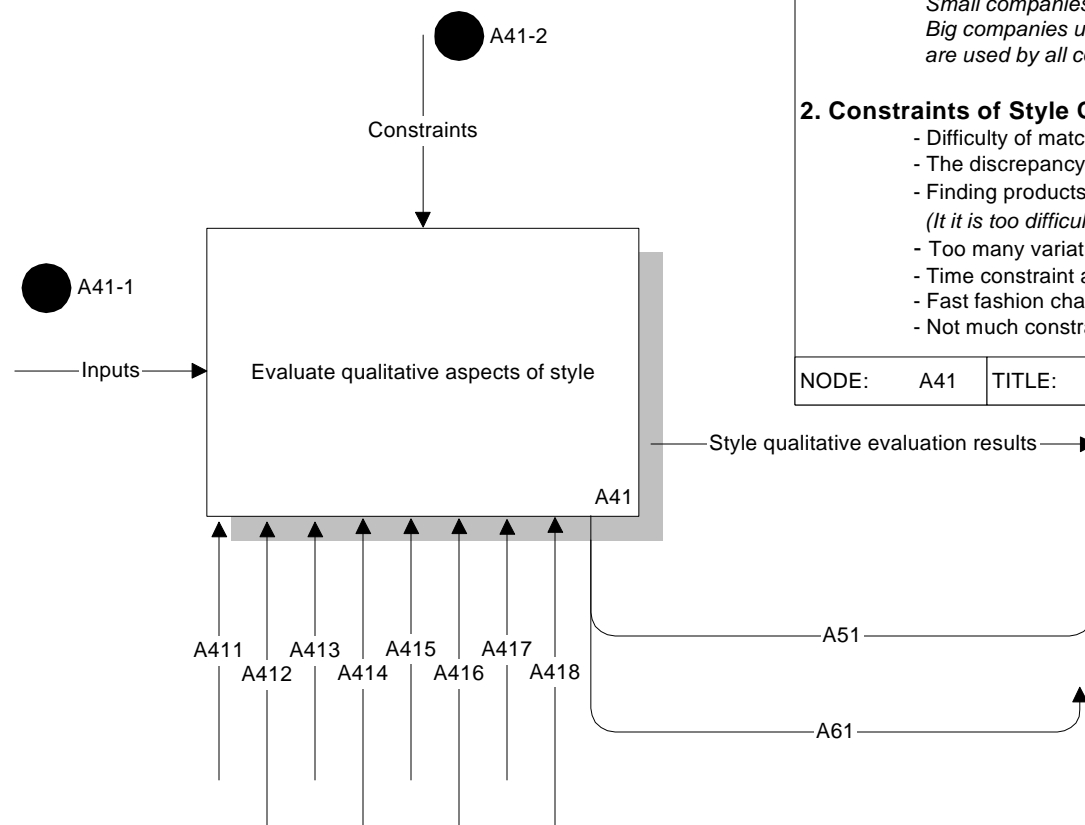


Figure 8-32. Practical Assortment Planning Model: Qualitative Evaluation (A4) (Continued)



1. Inputs of Style Qualitative Evaluation

- Style information search outputs
- Fashion forecasting outputs
- Merchandising concept
- Sample styles from Europe or better market
- Price of products
- Brand or vendor reputation
- Own experience
- Sales people opinion
- Colleague's opinion
- Customer's opinion
- Sales history

*Small companies use more own knowledge & customer's opinion.
Big companies use sample styles & merchandising concepts. Other
are used by all companies.*

2. Constraints of Style Qualitative Evaluation

- Difficulty of matching a satisfactory style with a satisfactory price
- The discrepancy between past & future styles
- Finding products matching with a merchandising concept
(It is too difficult, there is problem with merchandising concept.)
- Too many variation in assortment
- Time constraint as covering too many products by one buyer.
- Fast fashion change
- Not much constraint due to trying a lot of testing before the season.

NODE:	A41	TITLE:	Style Qualitative Evaluation	NO.:	1 & 2
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Figure 8-33. Practical Assortment Planning Model: Style Qualitative Evaluation (A41) Diagram

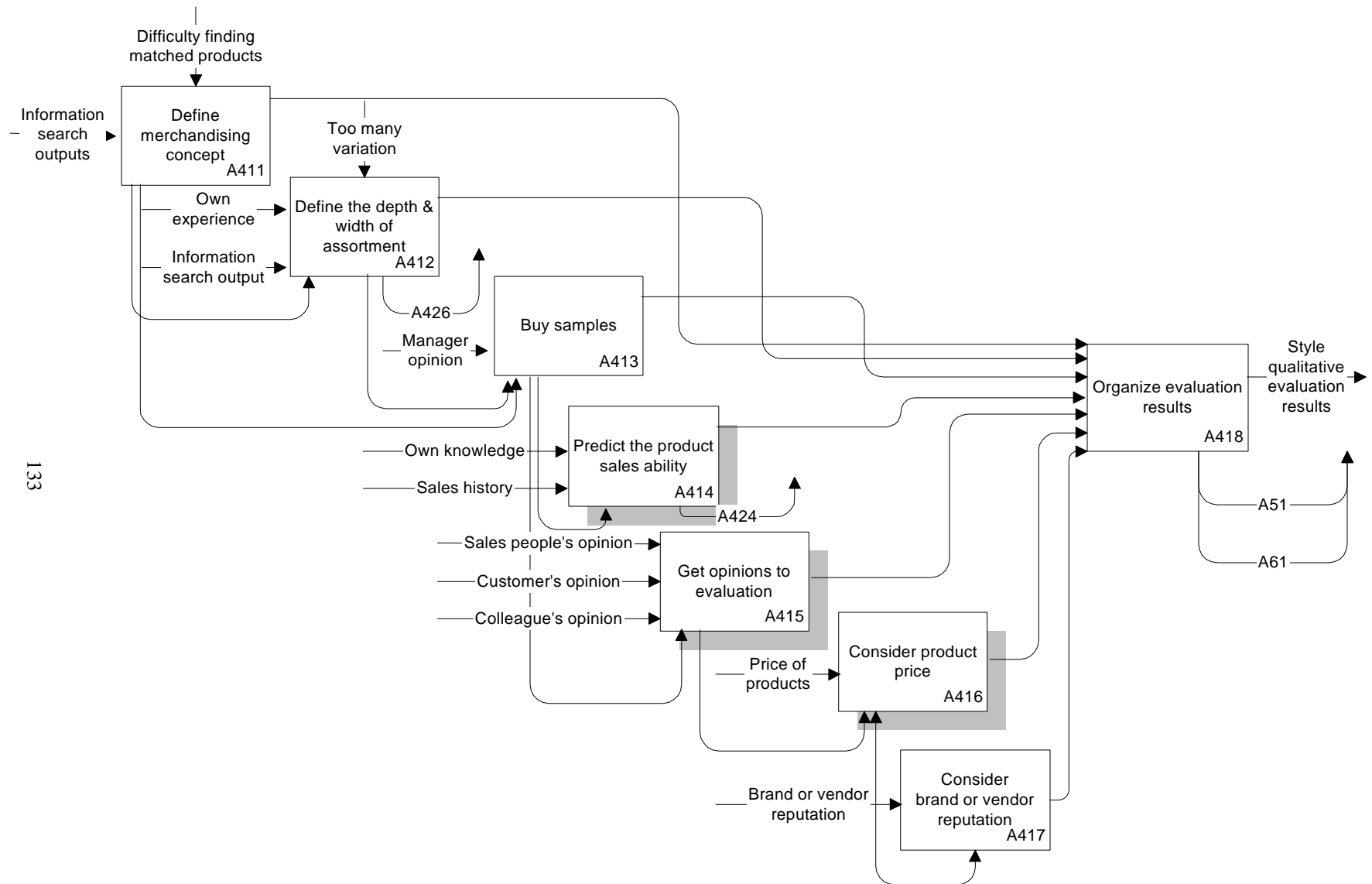


Figure 8-34. Practical Assortment Planning Model: Style Qualitative Evaluation Process (A411-A418)
(Continued)

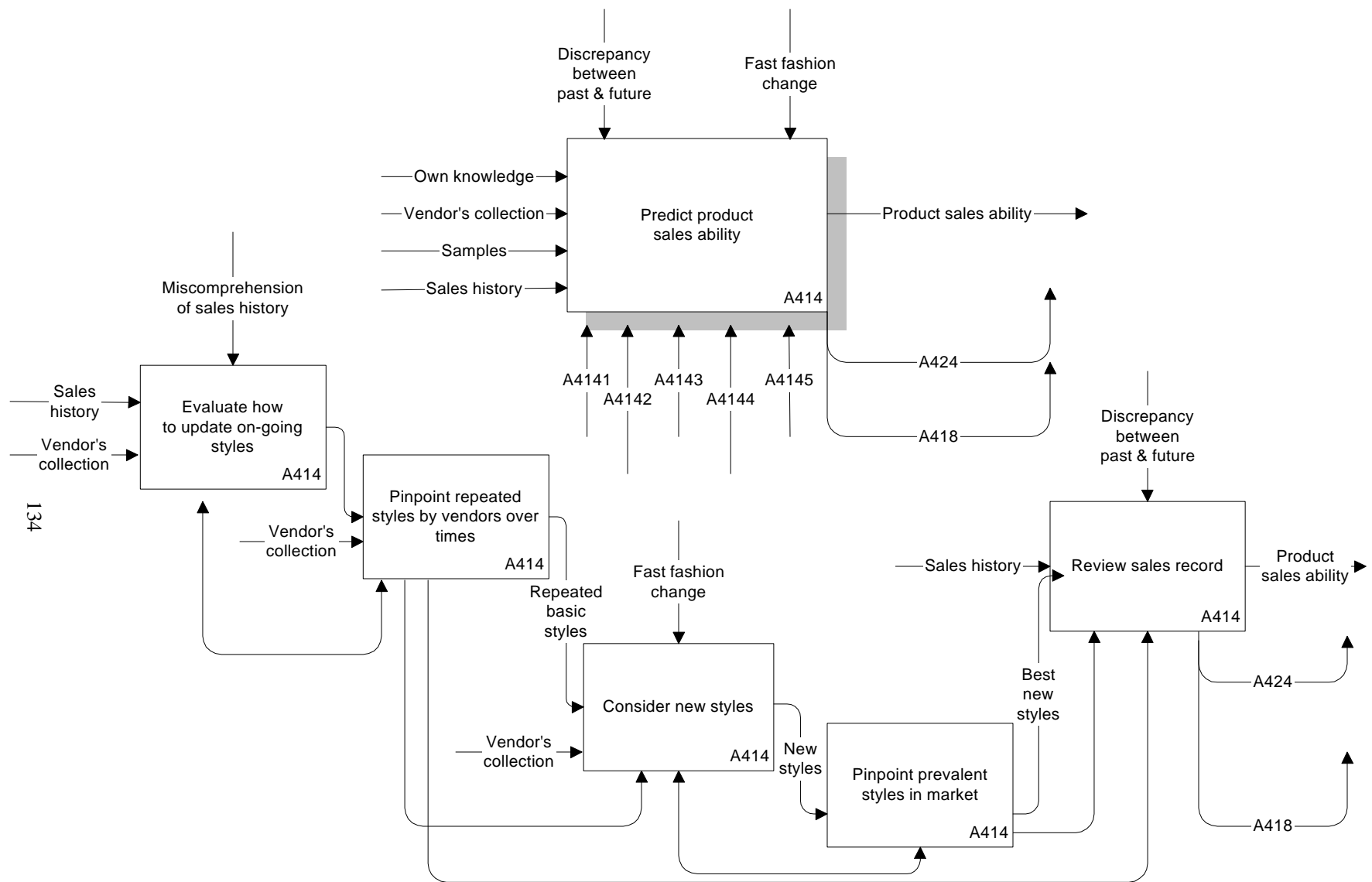


Figure 8-35. Practical Assortment Planning Process: Style Qualitative Evaluation (A414, A4142-A4145) (Continued)

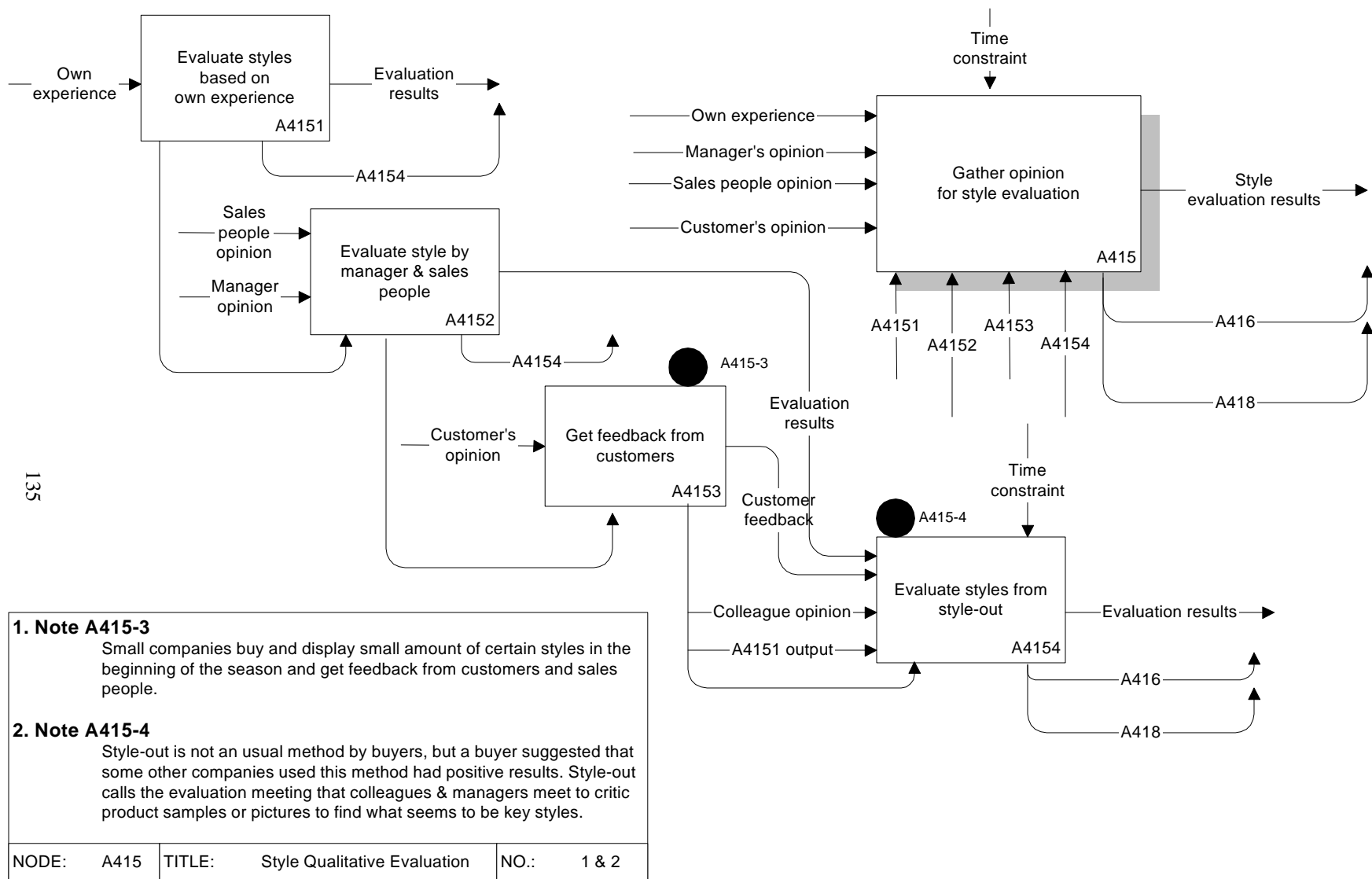


Figure 8-36. Practical Assortment Planning Process: Style Qualitative Evaluation (A415, A4151-A4154)
(Continued)

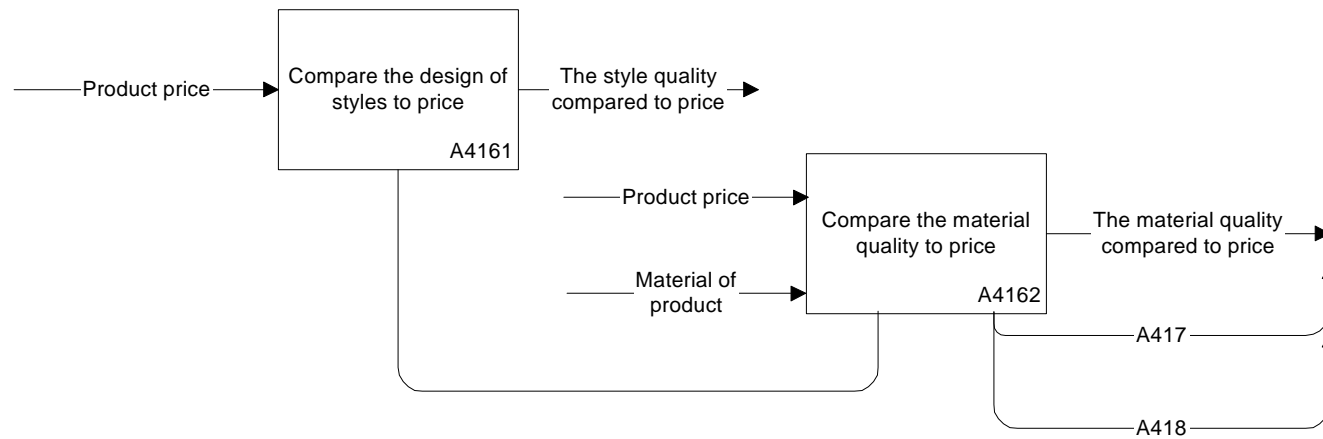
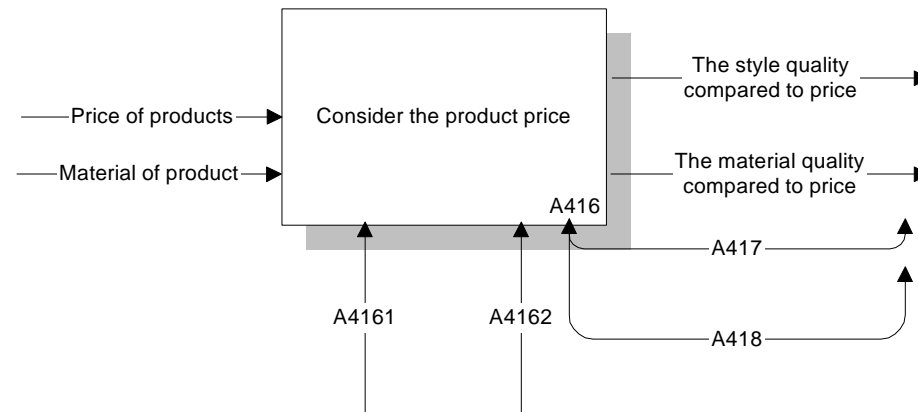


Figure 8-37. Practical Assortment Planning Process: Style Qualitative Evaluation (A416, A4161- A4162) (Continued)

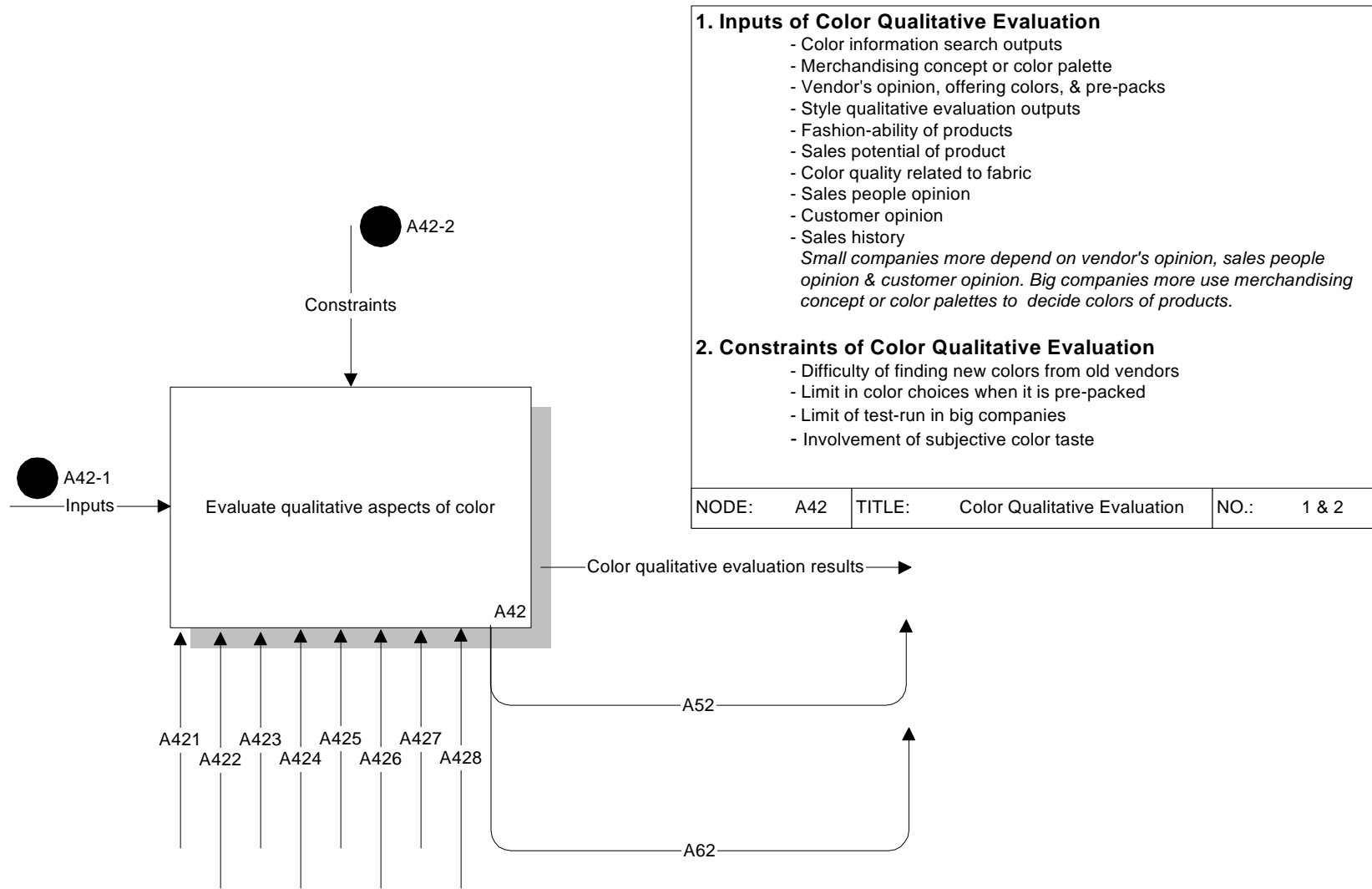


Figure 8-38. Practical Assortment Planning Model: Color Qualitative Evaluation (A42) Diagram

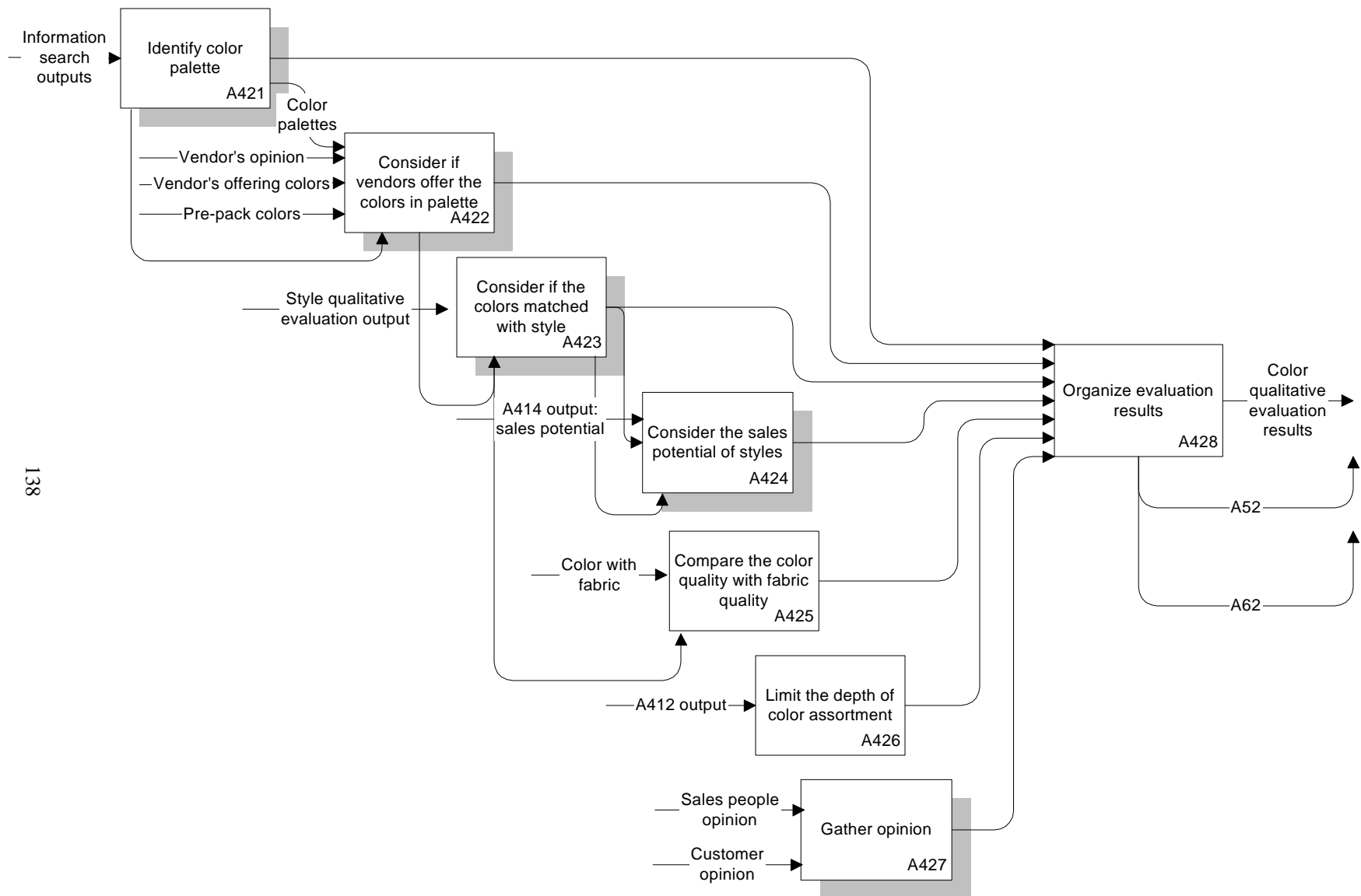


Figure 8-39. Practical Assortment Planning Model: Color Qualitative Evaluation Process (A421-A428) (Continued)

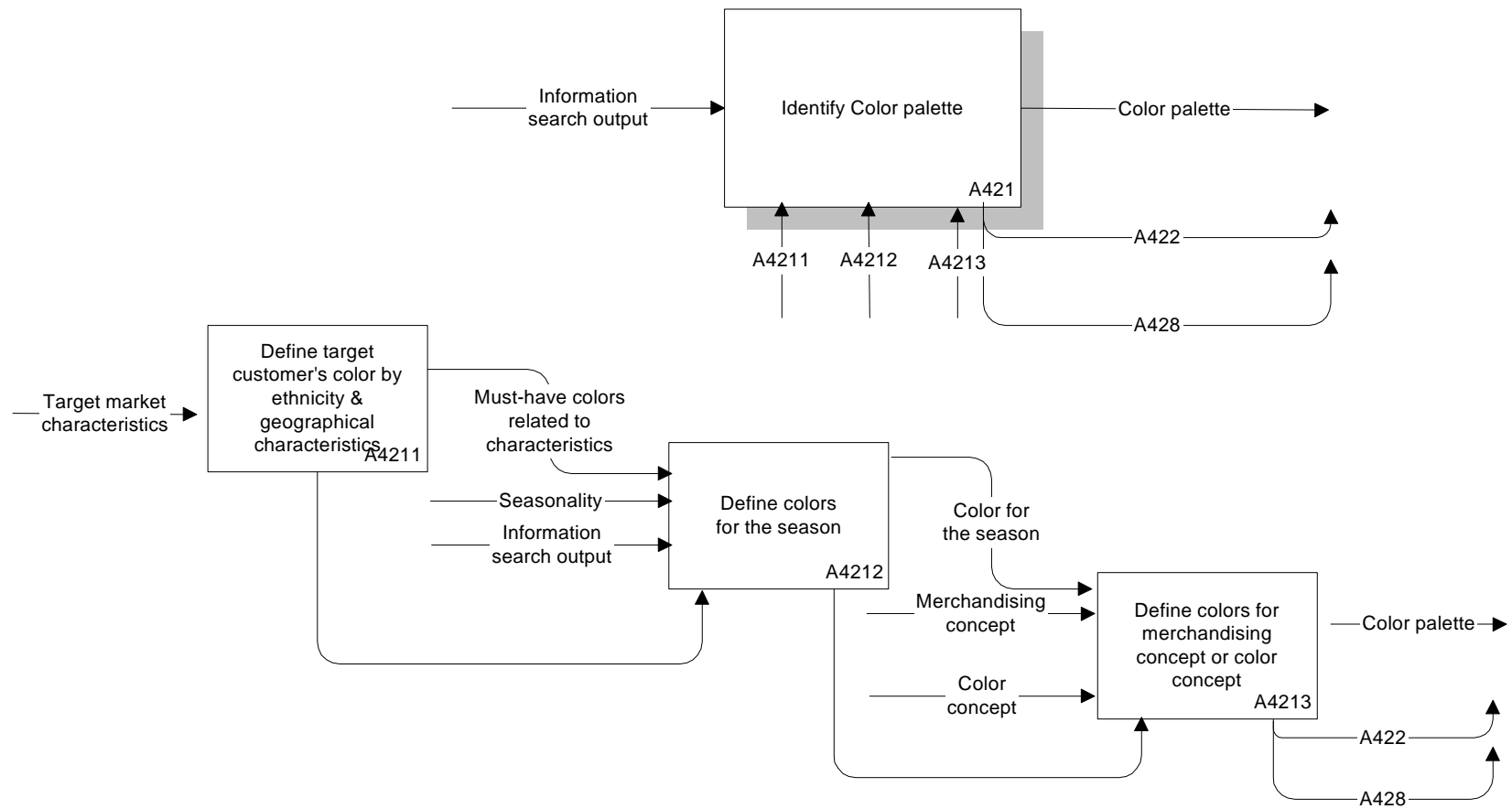


Figure 8-40. Practical Assortment Planning Process: Color Qualitative Evaluation (A421, A4211-A4213) (Continued)

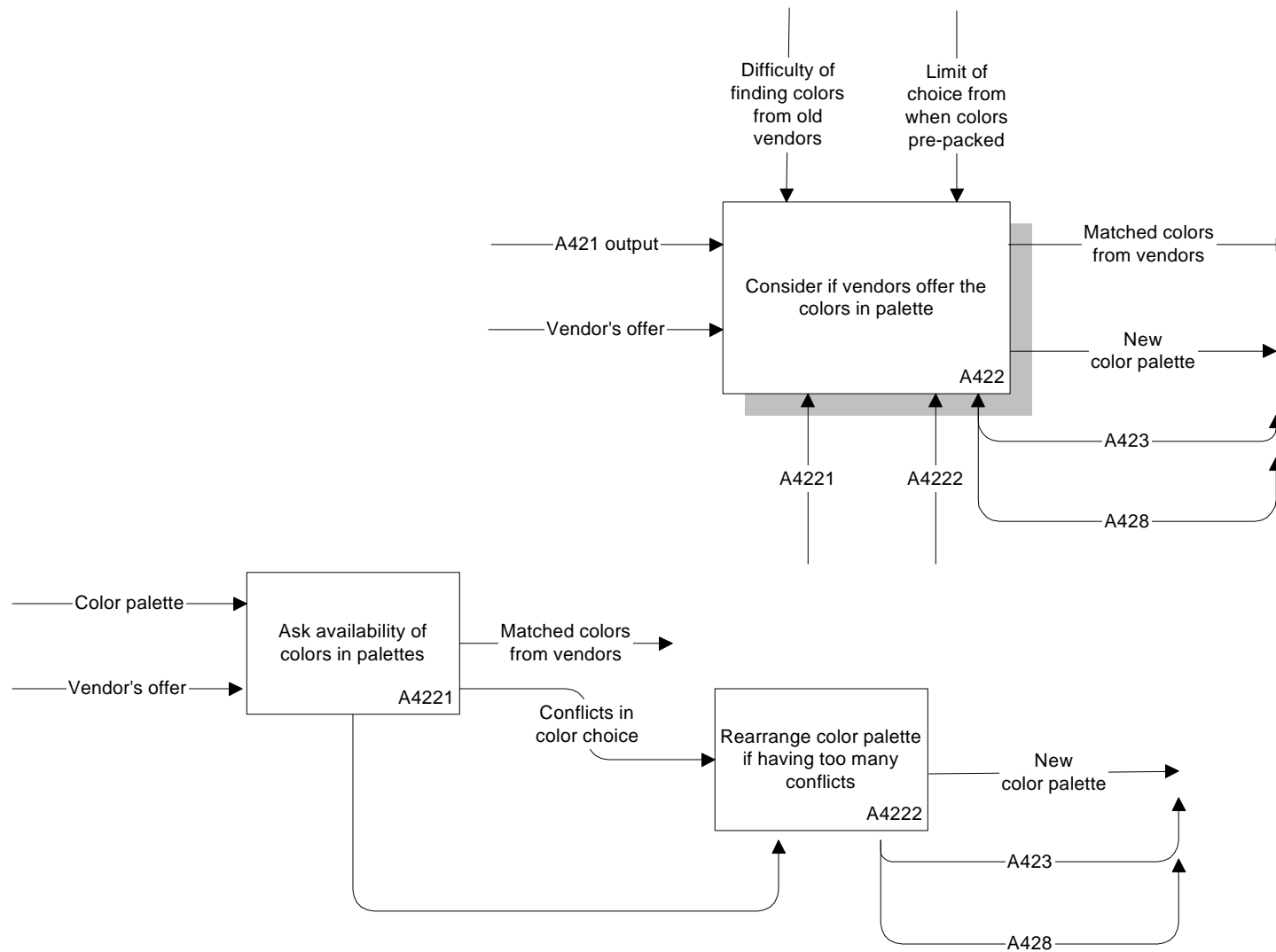


Figure 8-41. Practical Assortment Planning Process: Color Qualitative Evaluation (A422, A4221- A4222) (Continued)

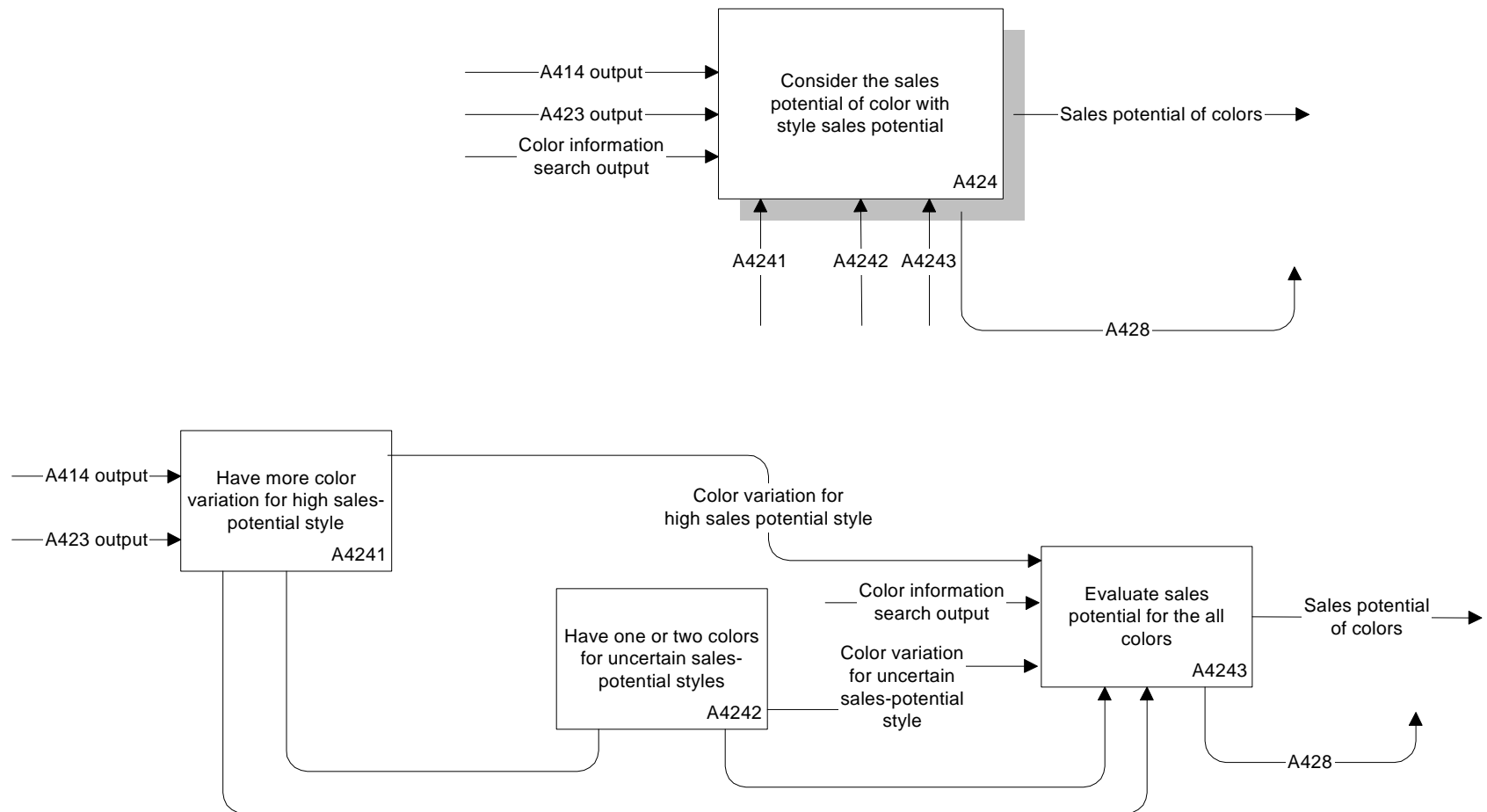
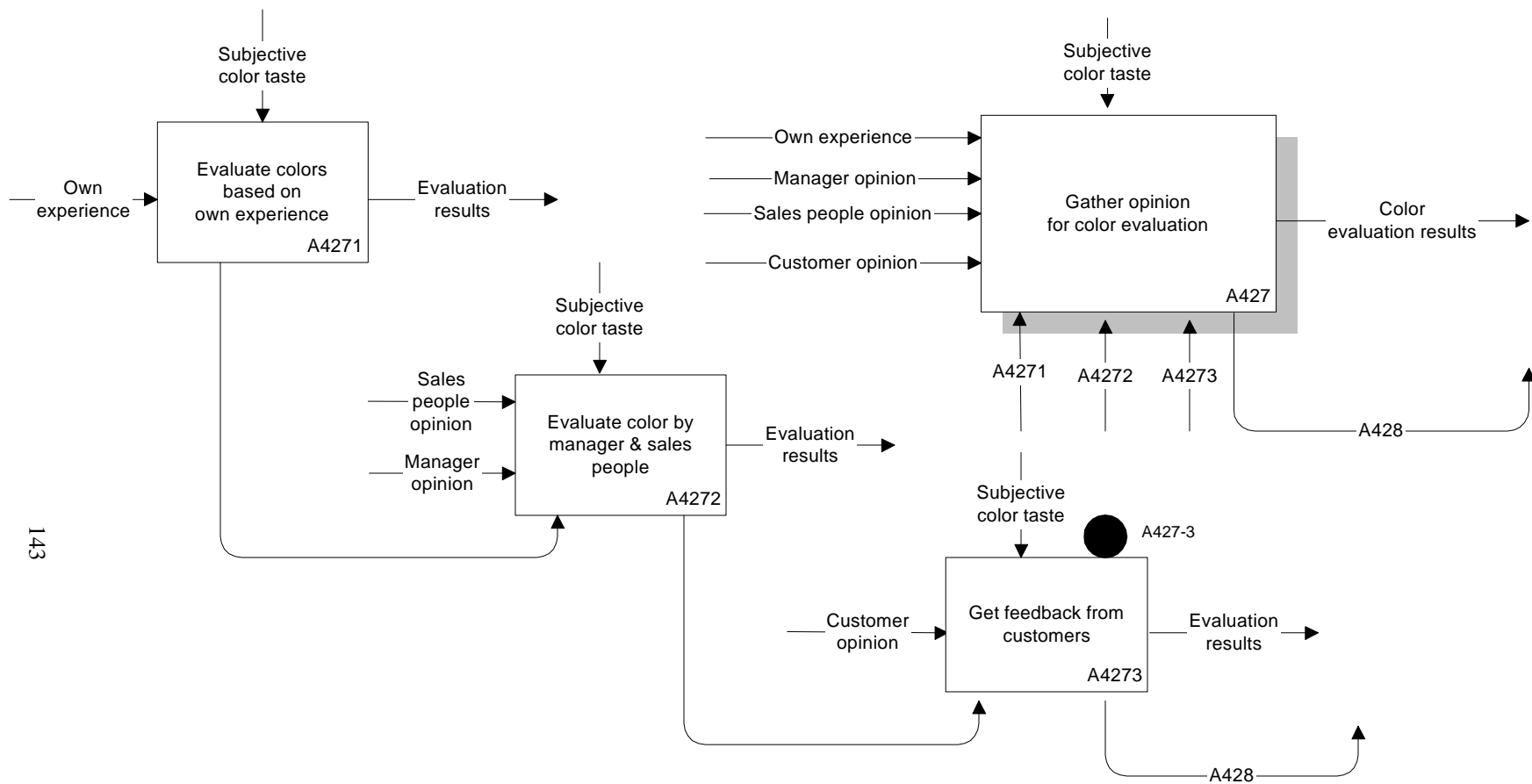


Figure 8-43. Practical Assortment Planning Process: Color Qualitative Evaluation (A424, A4241-A4243) (Continued)



1. Note A4273

Small companies buy and display small amount of certain colors in the beginning of the season and get feedback from customers and sales people.

NODE:	A4273	TITLE:	Color Qualitative Evaluation	NO.:	1
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Figure 8-44. Practical Assortment Planning Process: Color Qualitative Evaluation (A427, A4271-A4273) (Continued)

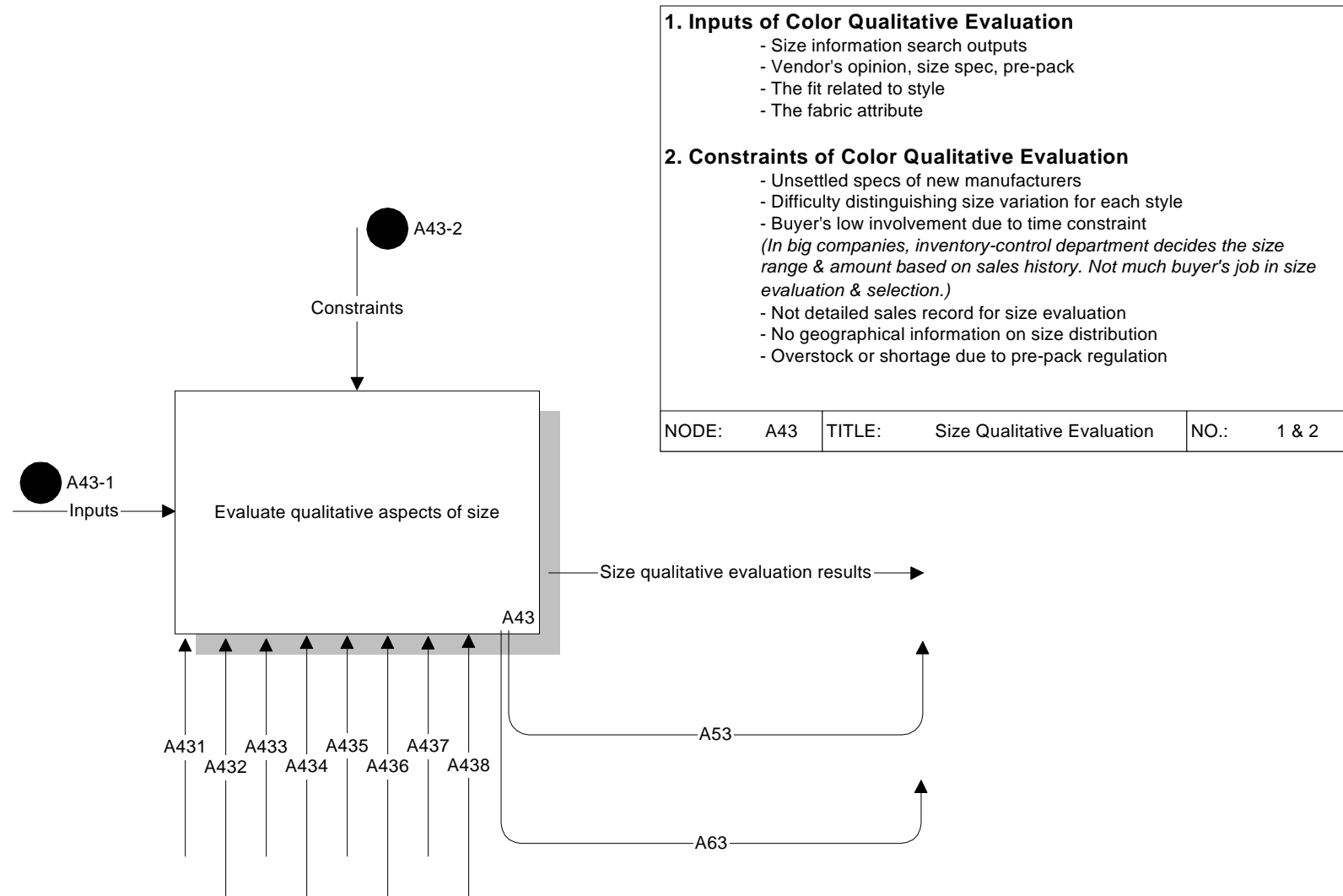


Figure 8-45. Practical Assortment Planning Model: Size Qualitative Evaluation (A43) Diagram

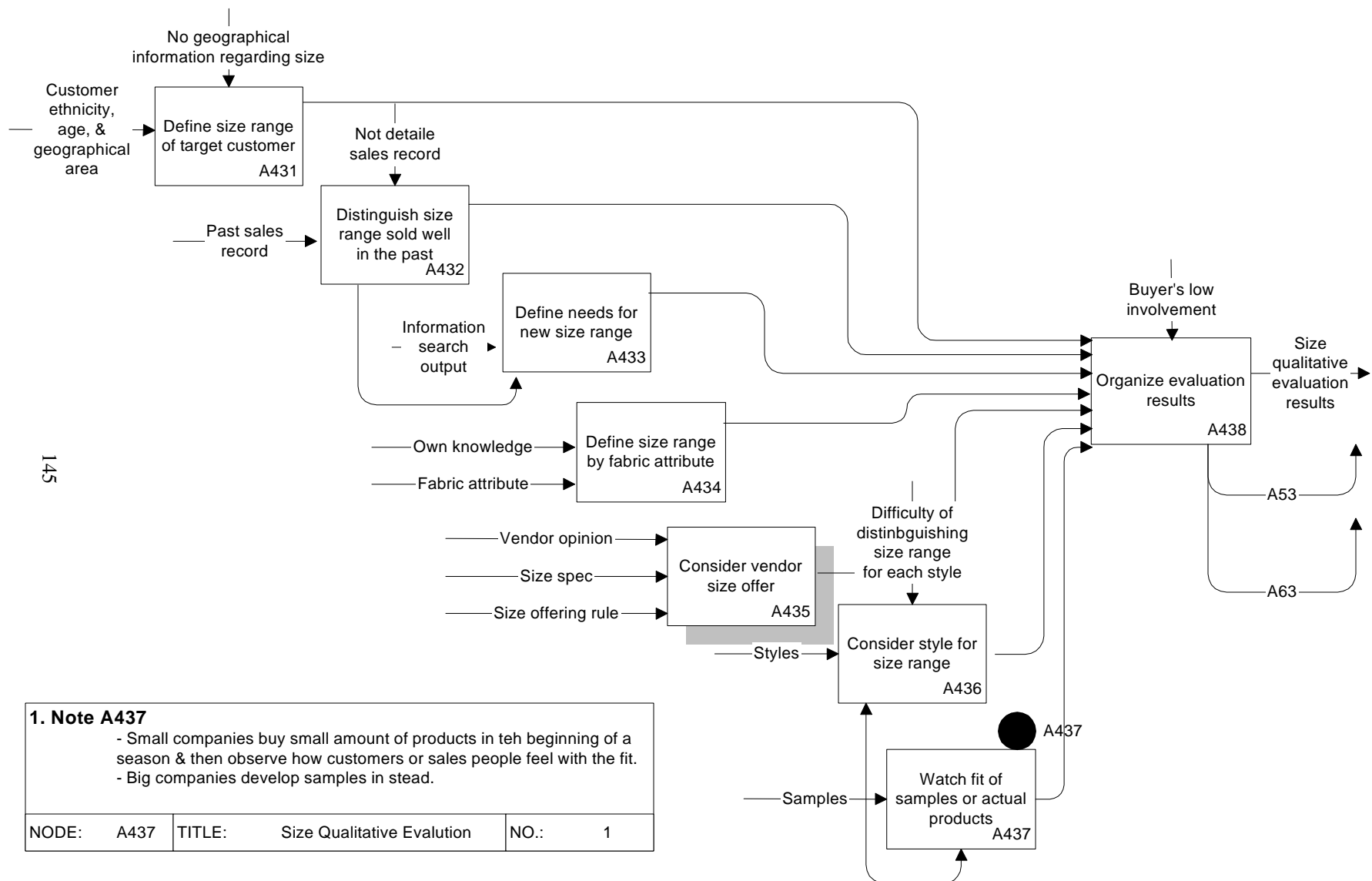


Figure 8-46. Practical Assortment Planning Model: Size Qualitative Evaluation Process (A431-A438) (Continued)

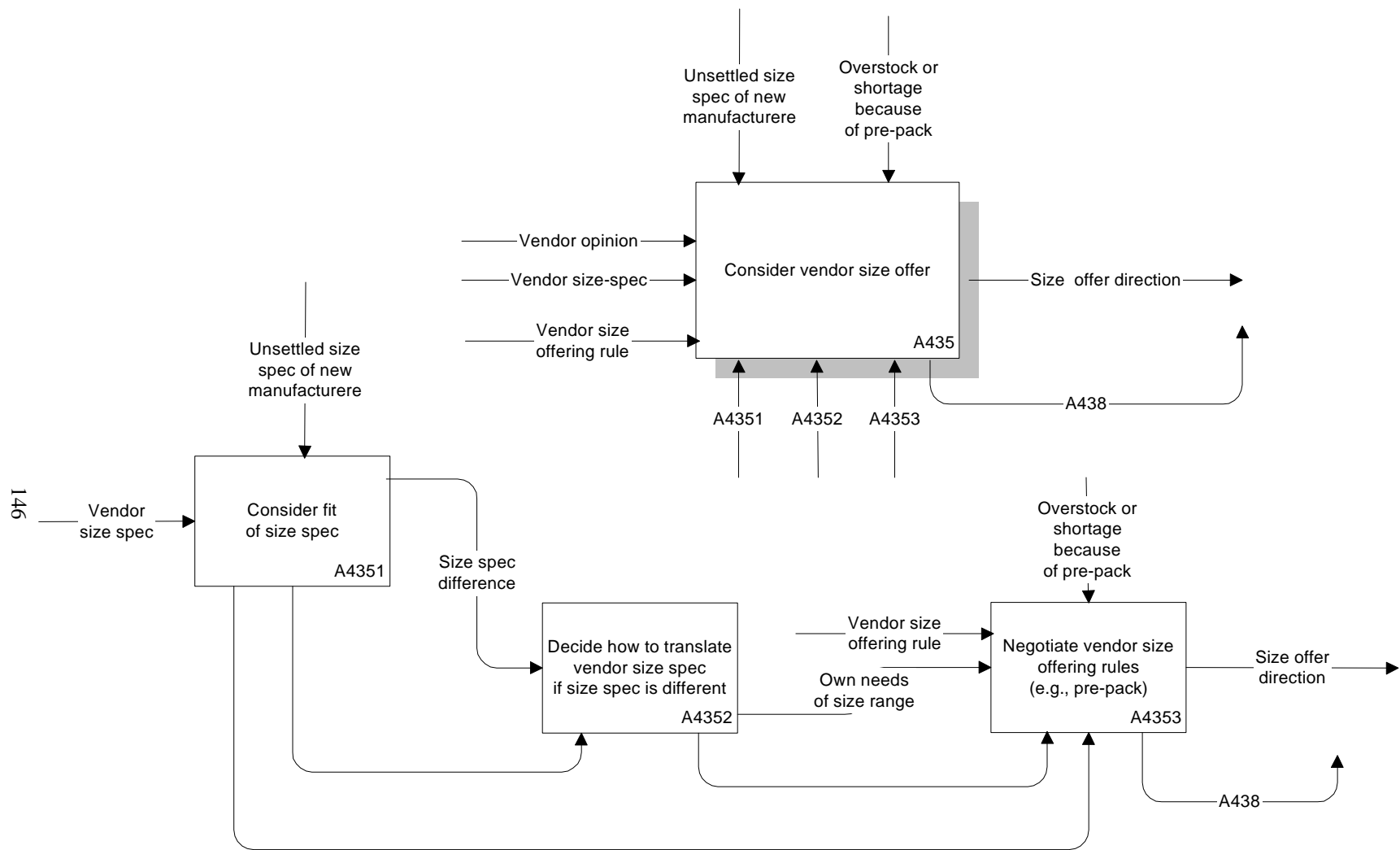


Figure 8-47. Practical Assortment Planning Process: Size Qualitative Evaluation (A435, A4351-A4353) (Continued)

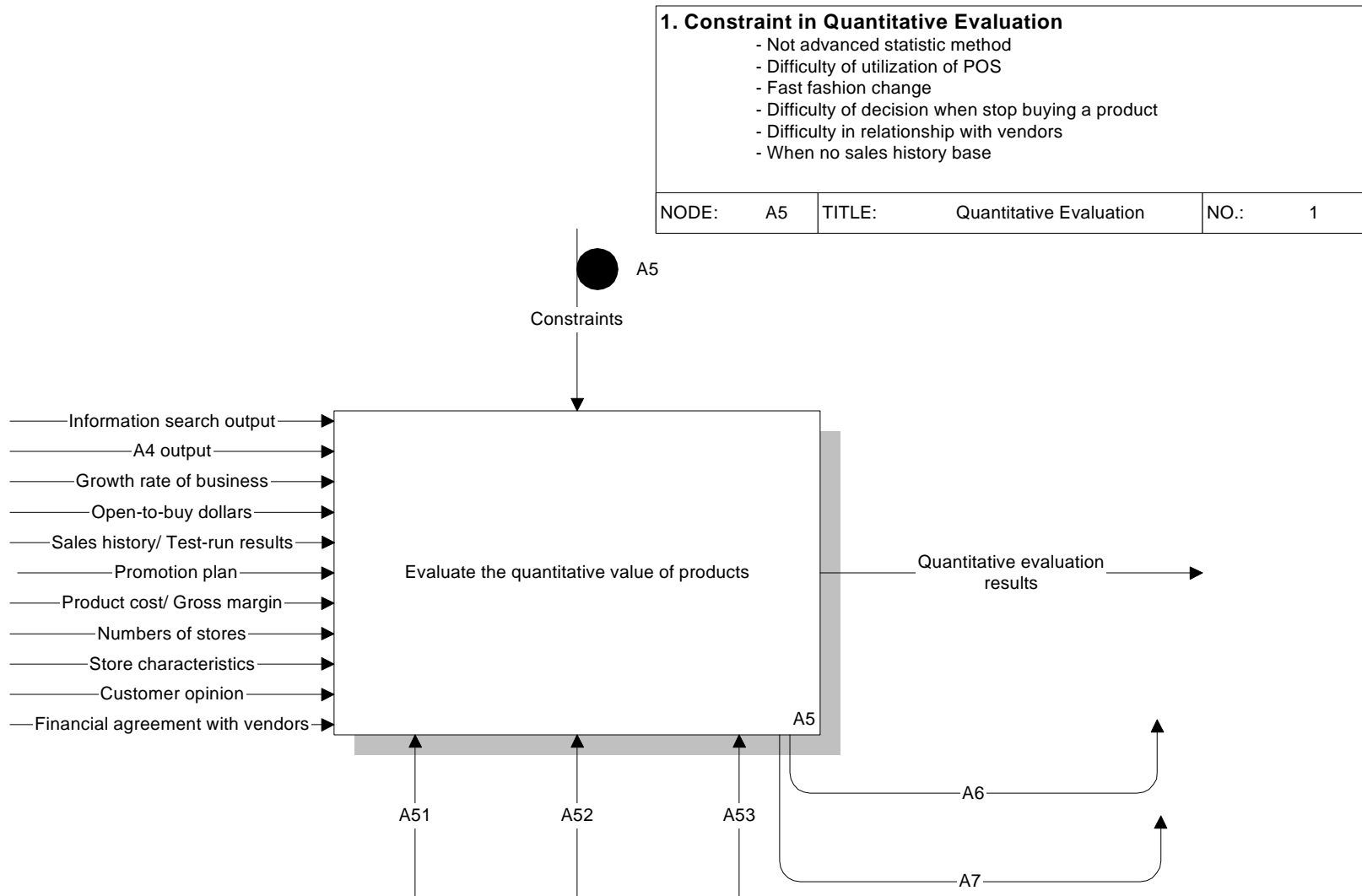
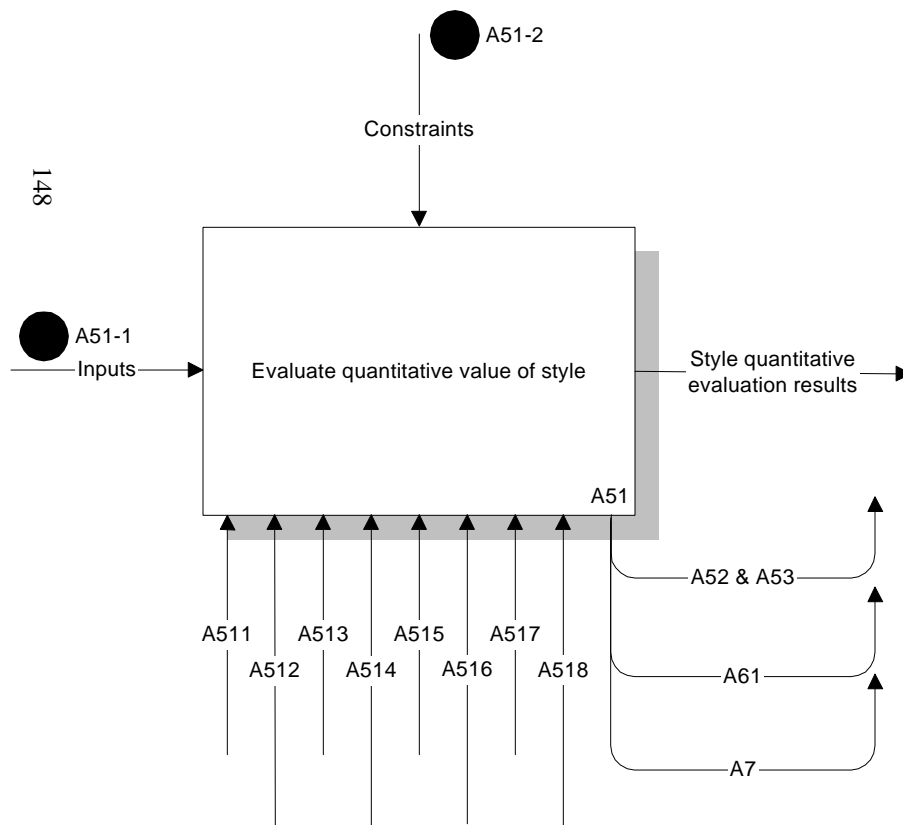


Figure 8-48. Practical Assortment Planning Model: Quantitative Evaluation (A5) (Continued)



1. Inputs of Style Quantitative Evaluation

- Style information search output
- Style qualitative evaluation output
- Growth rate of business
- Open-to-buy dollars
- Sales history
- Remained stock level
- Test-run results
- Seasonality
- Promotion plan
- Price/ Cost/ Gross margin/ Mark-up/ Mark-down
- numbers of stores
- Store characteristic (e.g., size, location, & fashion-ability)
- Financial agreement with vendors

2. Constraints of Style Quantitative Evaluation

- Not much use of advanced statistic methods
- Needs for advanced technology (e.g., updated computer system)
- Unpredictable weather change
- When no history base
- Difficulty of utilization of POS due to long time advance plan
- Fast fashion change
(Big companies usually give up short time fashion items due to long time advance plan.)
- Minimum quantity obligation from vendors
(Small companies have more trouble with this regulation & avoid buying from the vendors having this regulation.)

NODE:	A51	TITLE:	Style Quantitative Evaluation	NO.:	1 & 2
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Figure 8-49. Practical Assortment Planning Model: Style Quantitative Evaluation (A51) Diagram

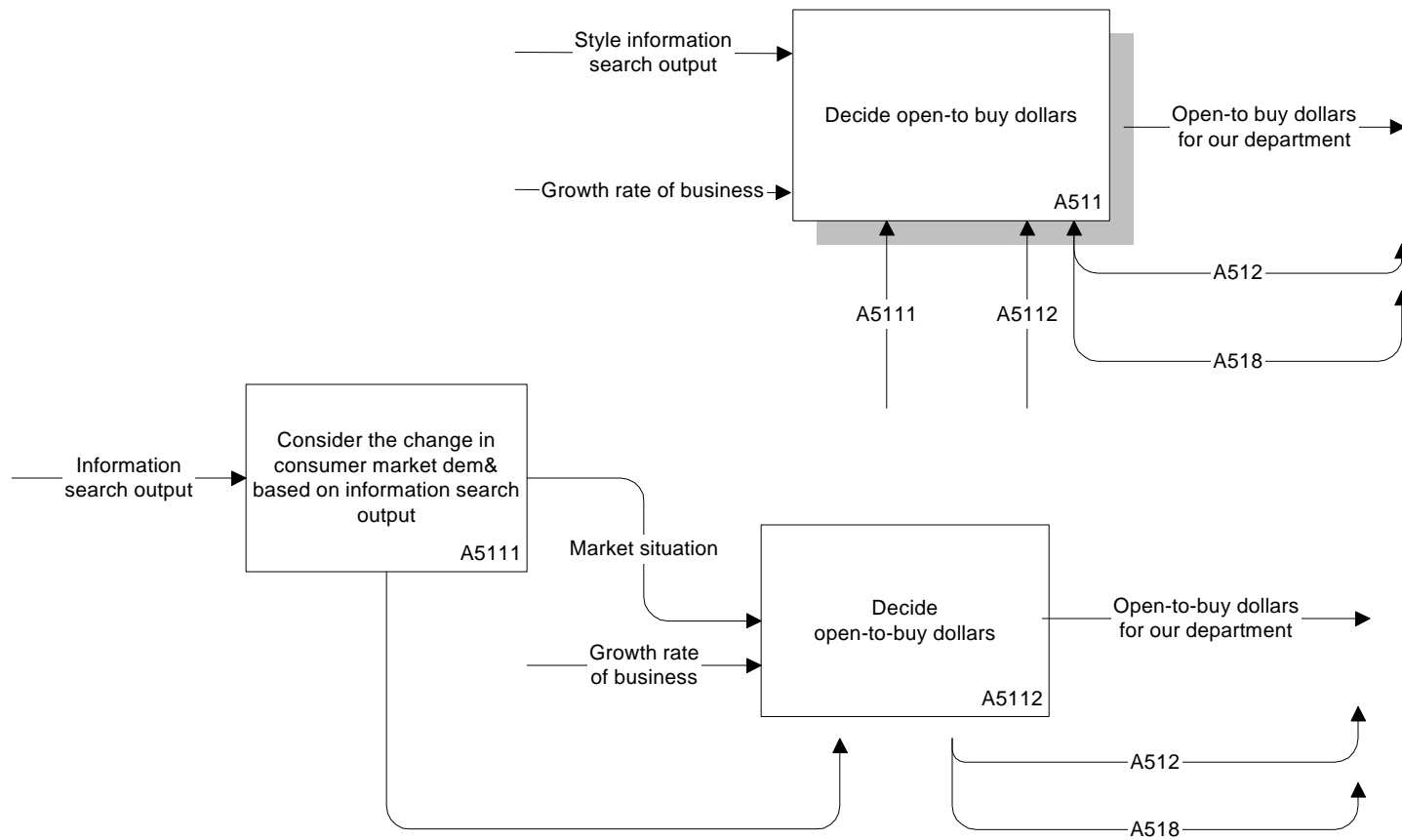


Figure 8-51. Practical Assortment Planning Process: Style Quantitative Evaluation (A511, A5111- A5112) (Continued)

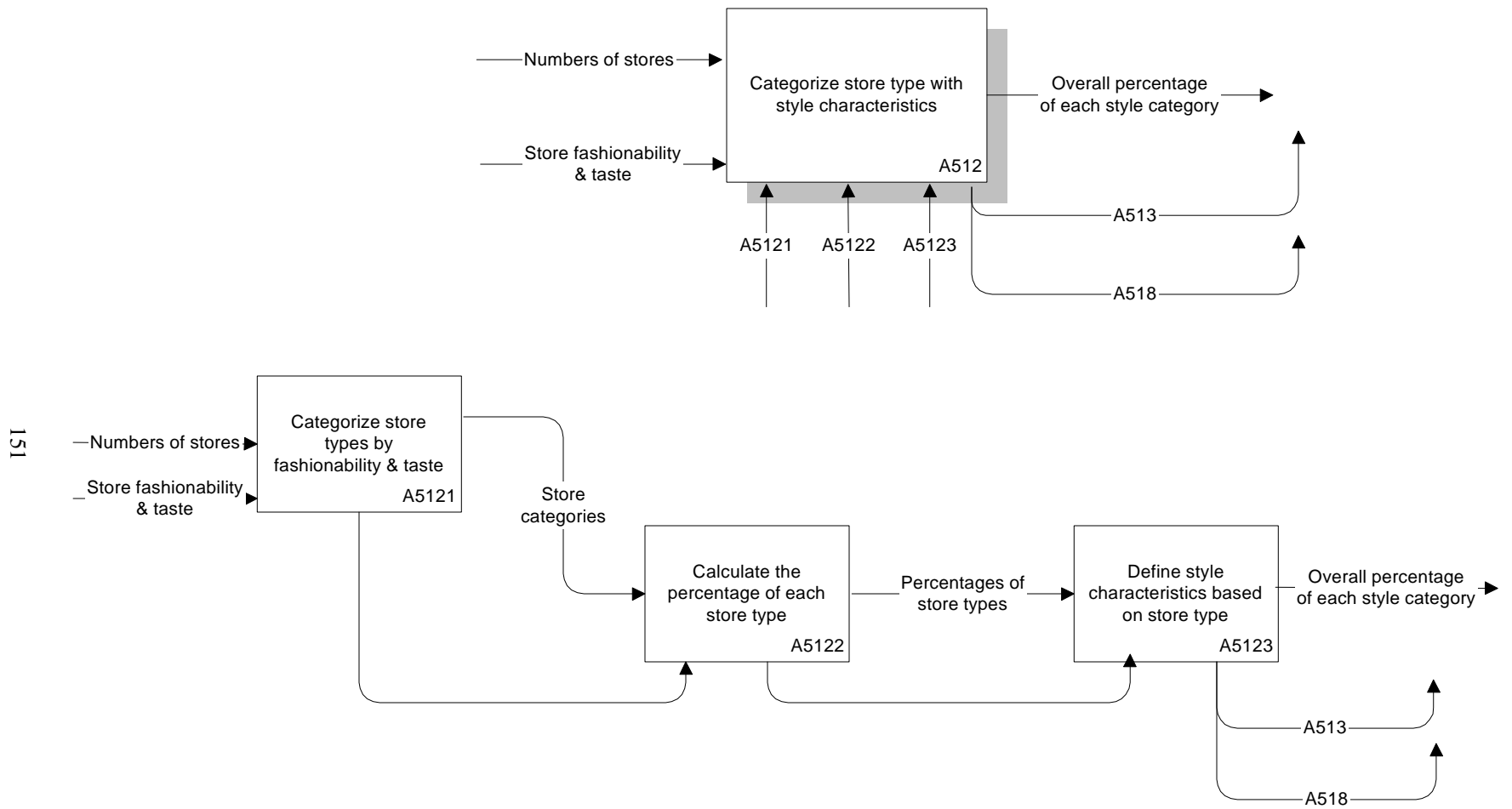


Figure 8-52. Practical Assortment Planning Process: Style Quantitative Evaluation (A512, A5121-A5123) (Continued)

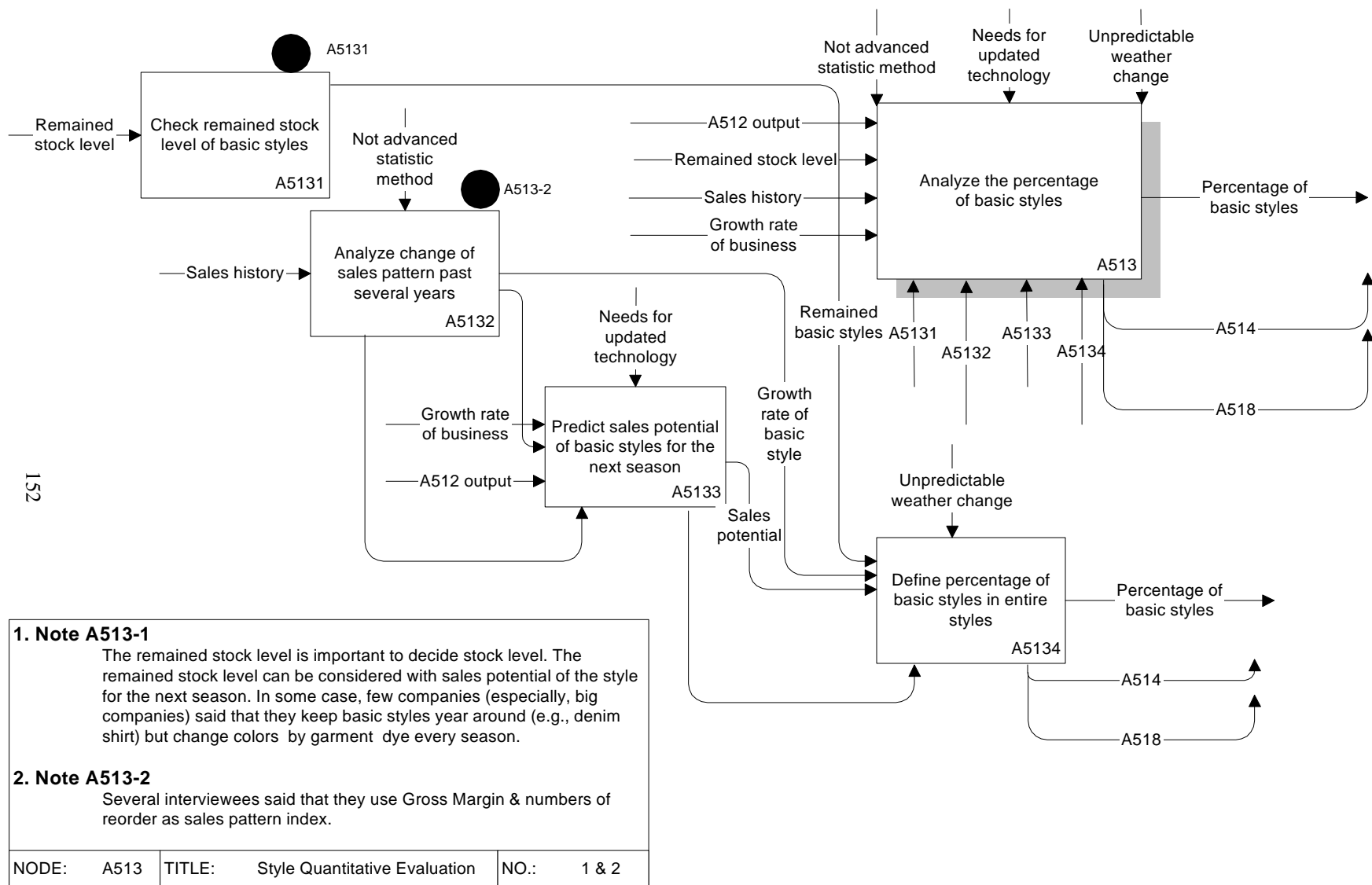


Figure 8-53. Practical Assortment Planning Process: Style Quantitative Evaluation (A513, A5131-A5134) (Continued)

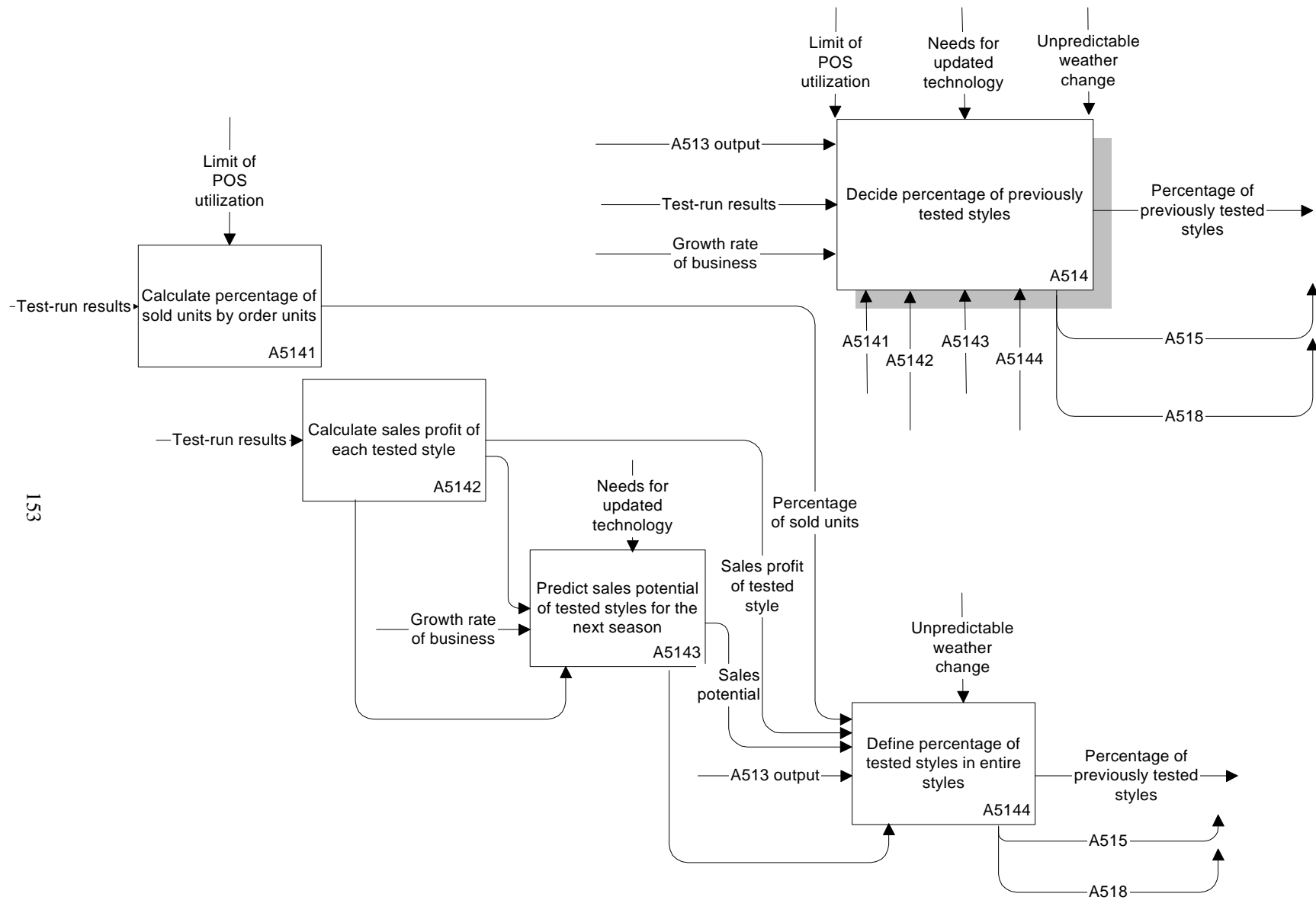


Figure 8-54. Practical Assortment Planning Process: Style Quantitative Evaluation (A514, A5141-A5144) (Continued)

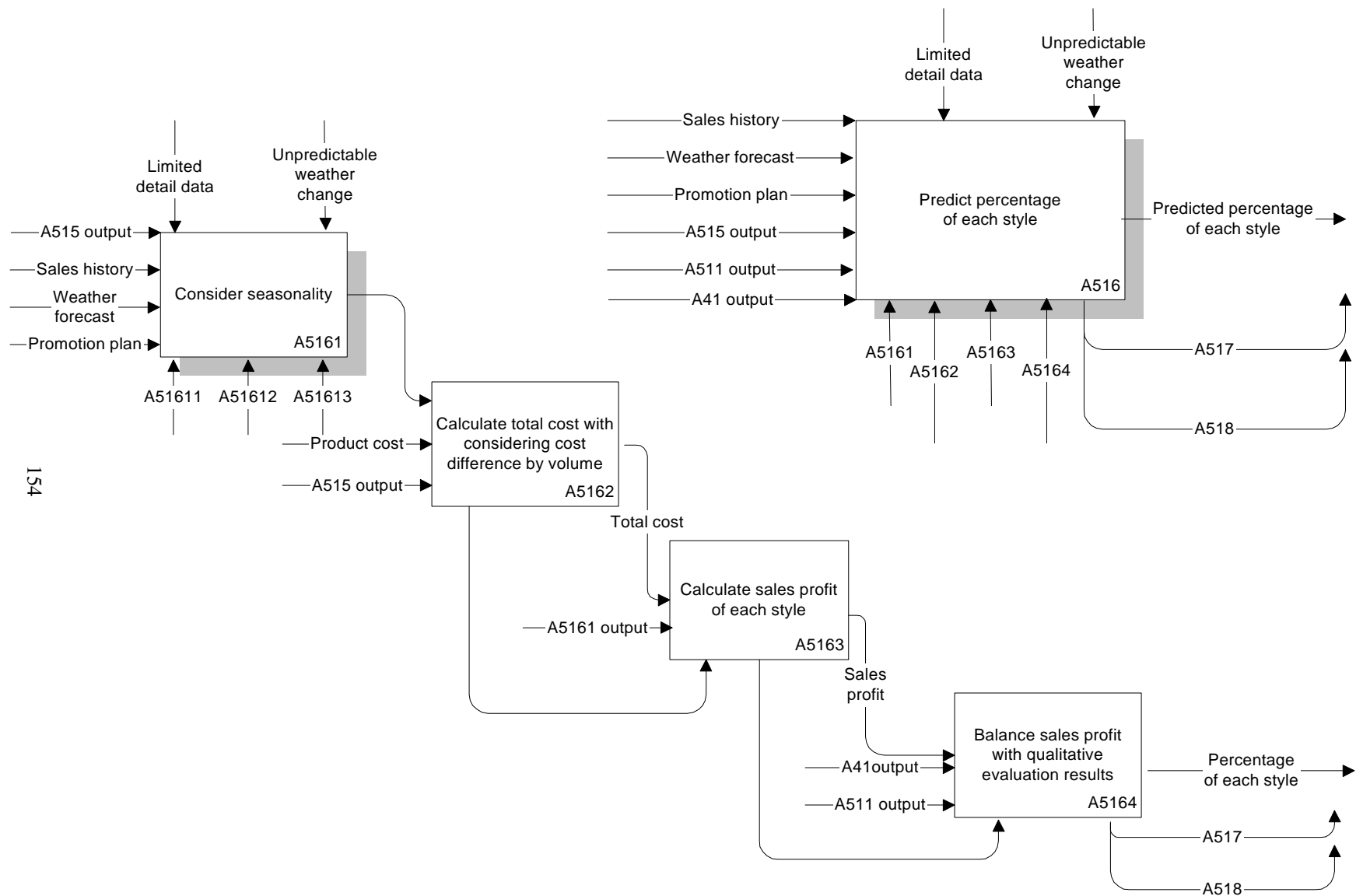


Figure 8-55. Practical Assortment Planning Process: Style Quantitative Evaluation (A516, A5161-A5164) (Continued)

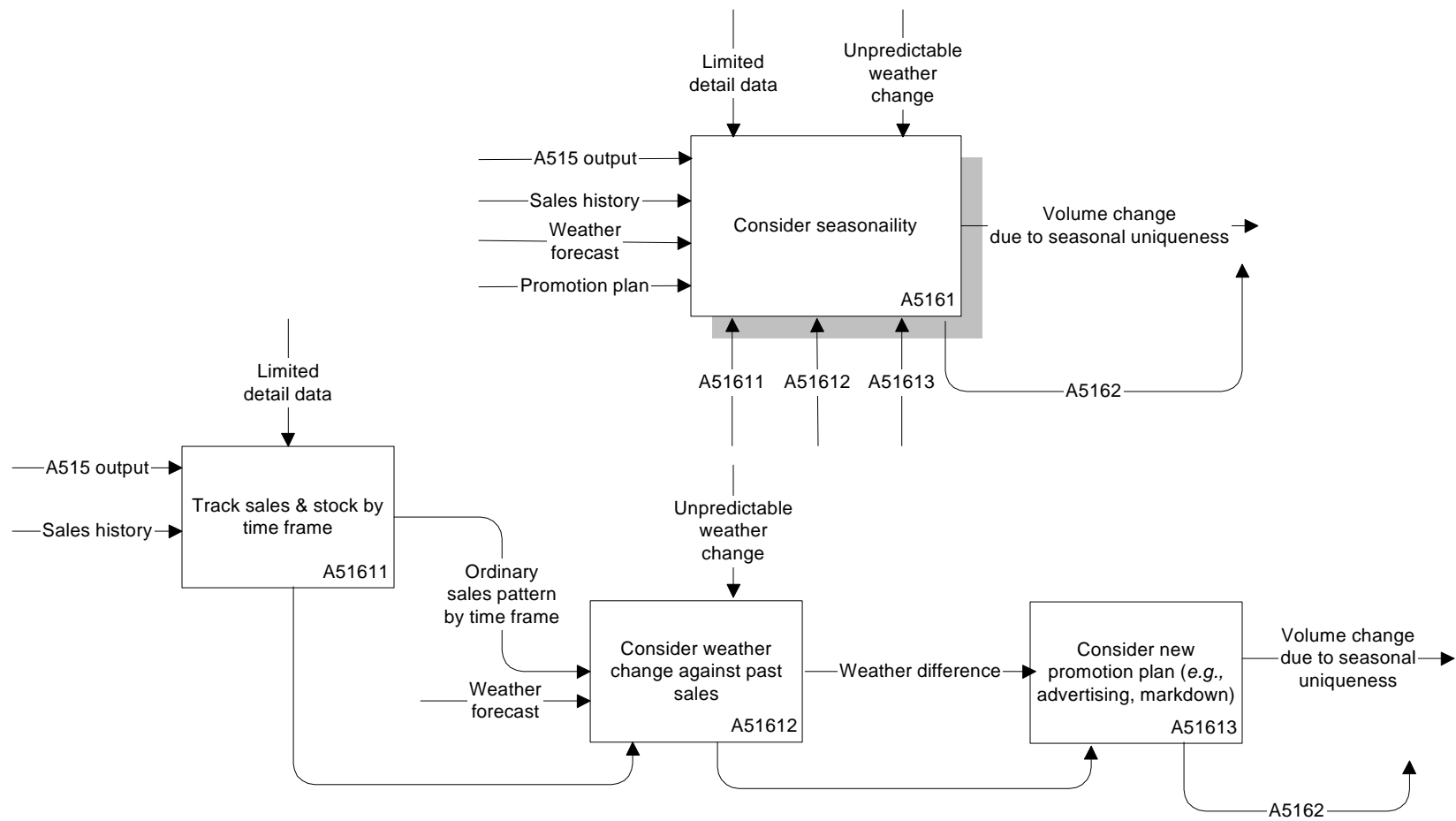
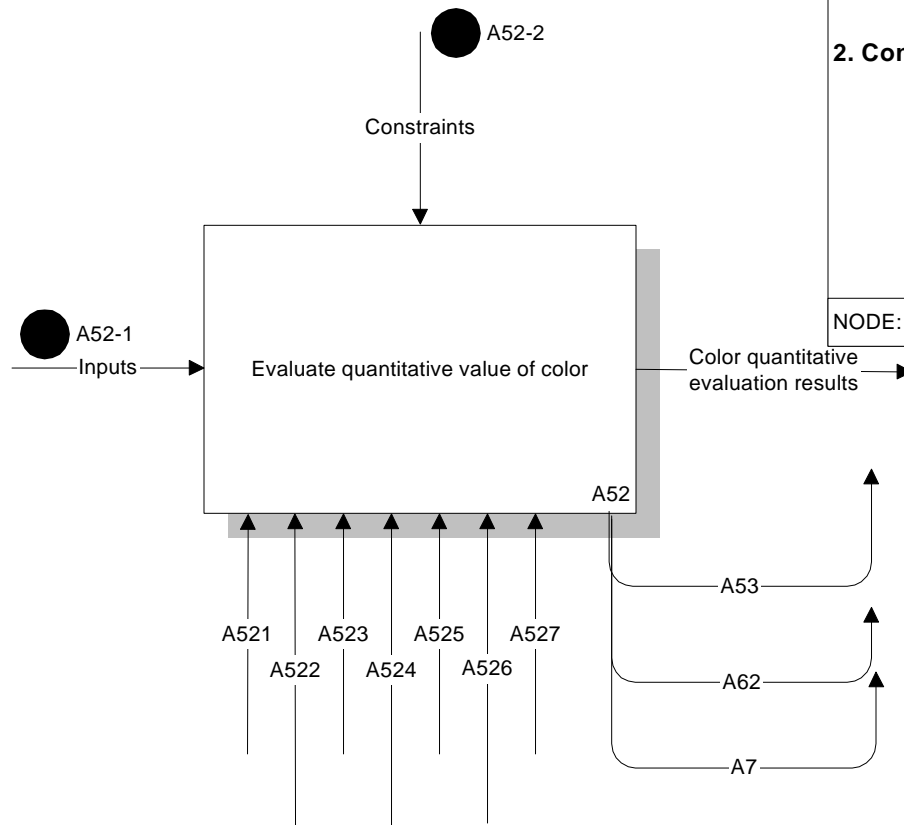


Figure 8-56. Practical Assortment Planning Process: Style Quantitative Evaluation (A5161, A51611-A51613)
(Continued)



1. Inputs of Color Quantitative Evaluation

- Color information search output
- Color qualitative evaluation output
- Style quantitative evaluation output
- Open-to-buy dollars
- Sales history
- Remained stock level
- Test-run results
- Seasonality
- Numbers of styles
- Fashion-ability of style

2. Constraints of Color Quantitative Evaluation

- Unpredictable weather change
- Something with no history base
- Fast fashion change
(Big companies usually give up short time fashion items due to long time advance plan.)
- Minimum quantity obligation or pre-packed colors from vendors
(Small companies have more trouble with this regulation & avoid buying from the vendors having this regulation.)

NODE:	A52	TITLE:	Color Quantitative Evaluation	NO.:	1 & 2
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Figure 8-57. Practical Assortment Planning Model: Color Quantitative Evaluation (A52) Diagram

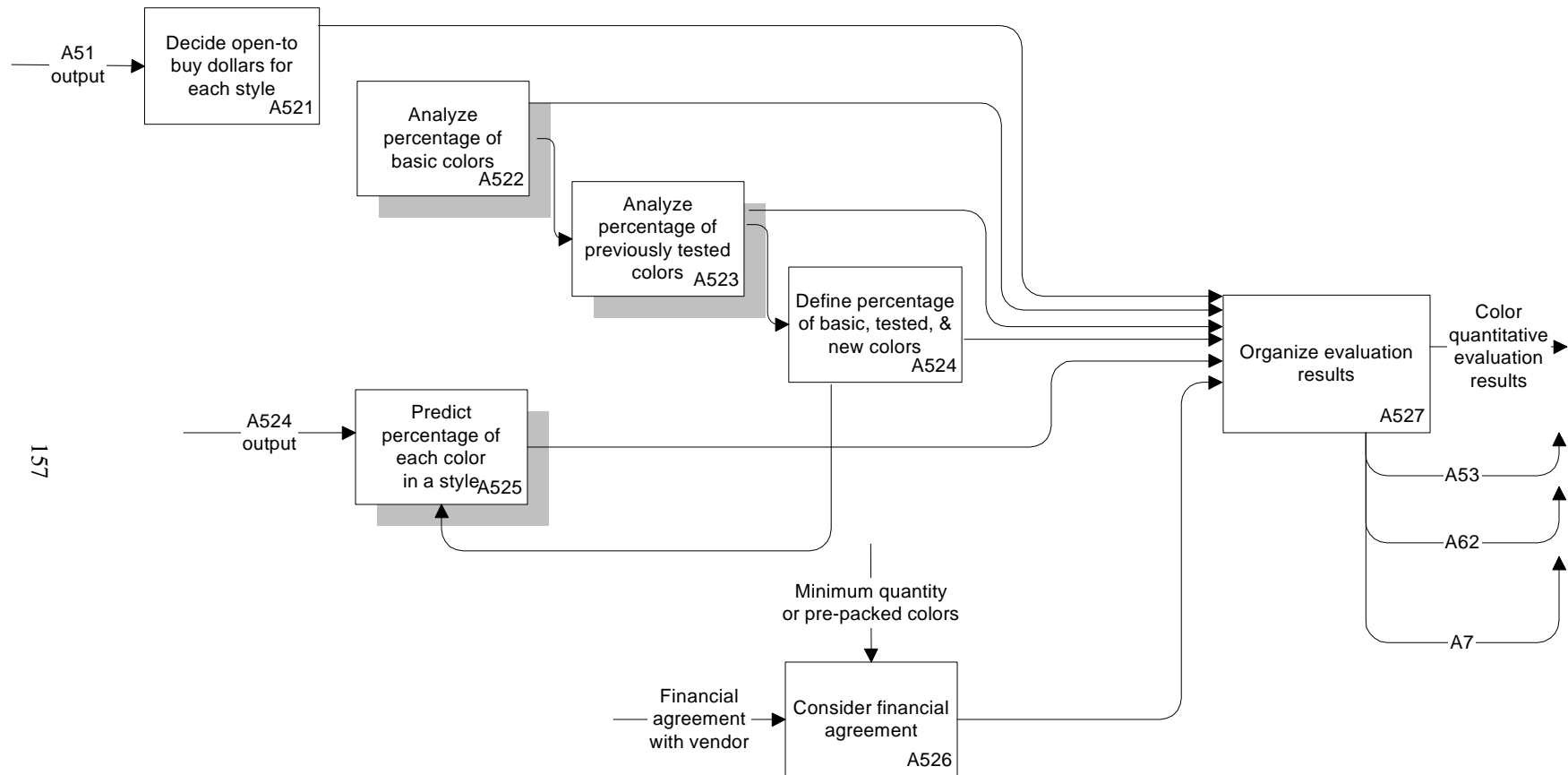


Figure 8-58. Practical Assortment Planning Model: Color Quantitative Evaluation Process (A521-A527) (Continued)

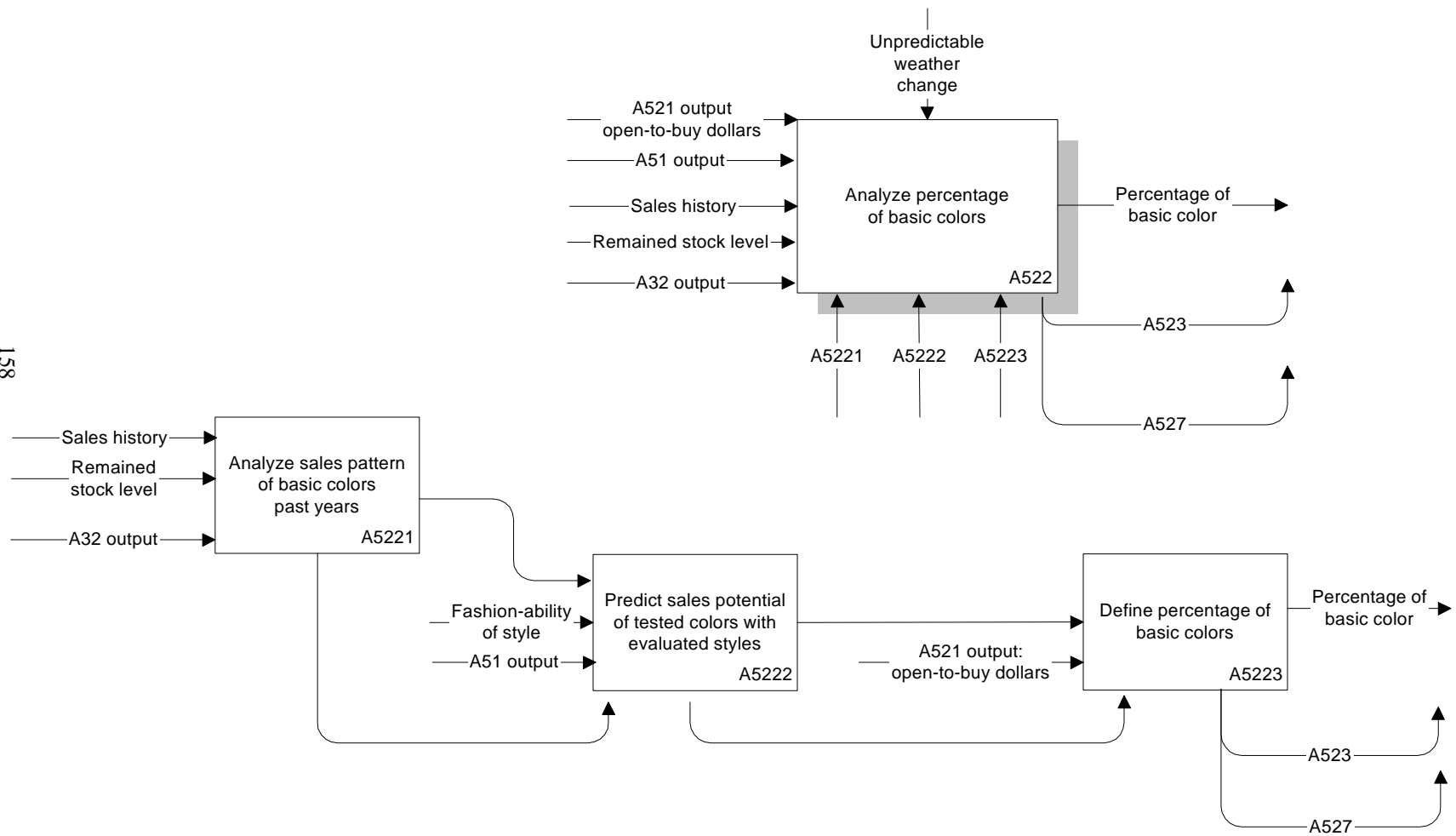


Figure 8-59. Practical Assortment Planning Process: Color Quantitative Evaluation (A522, A5221-A5223) (Continued)

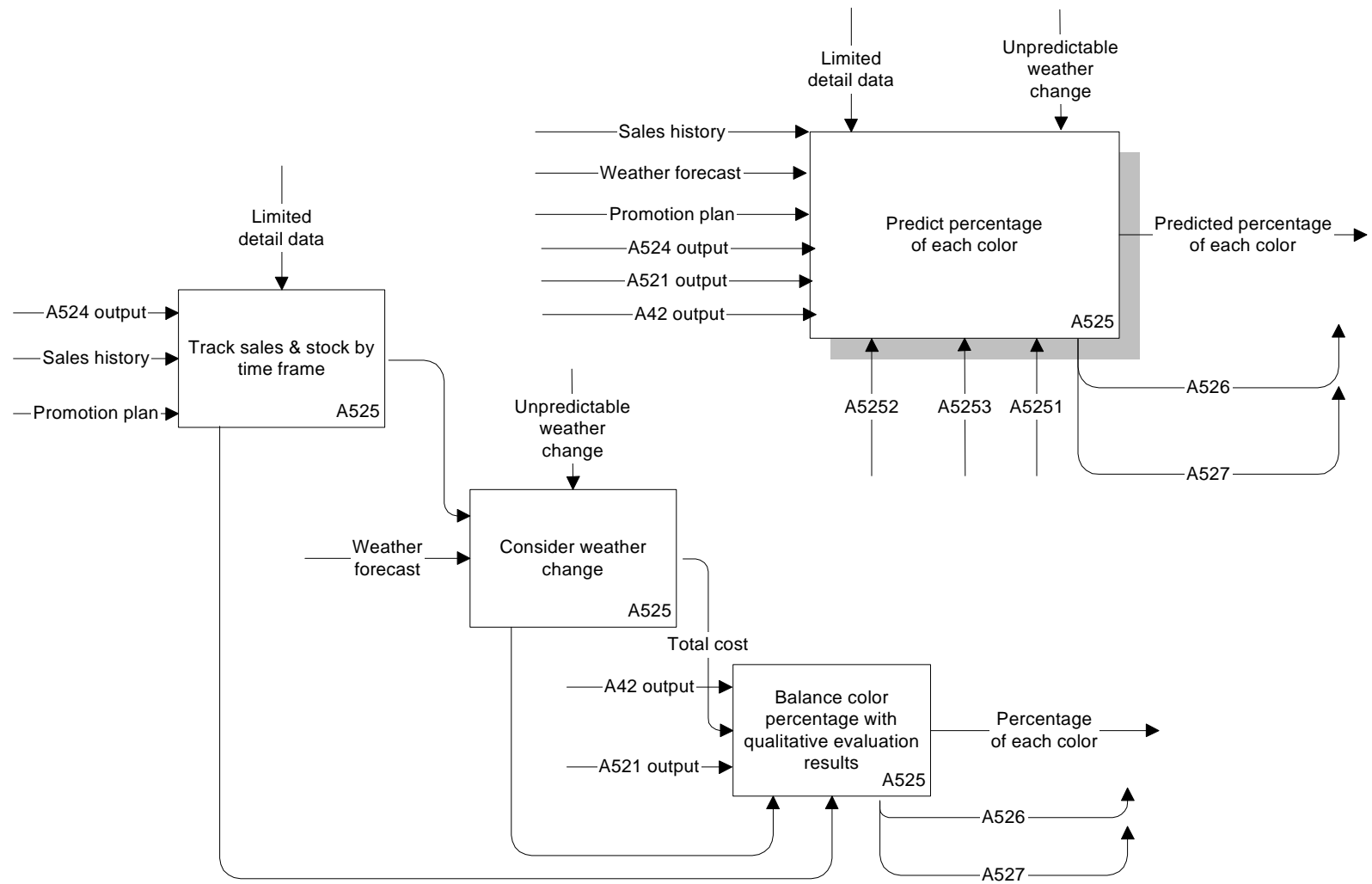
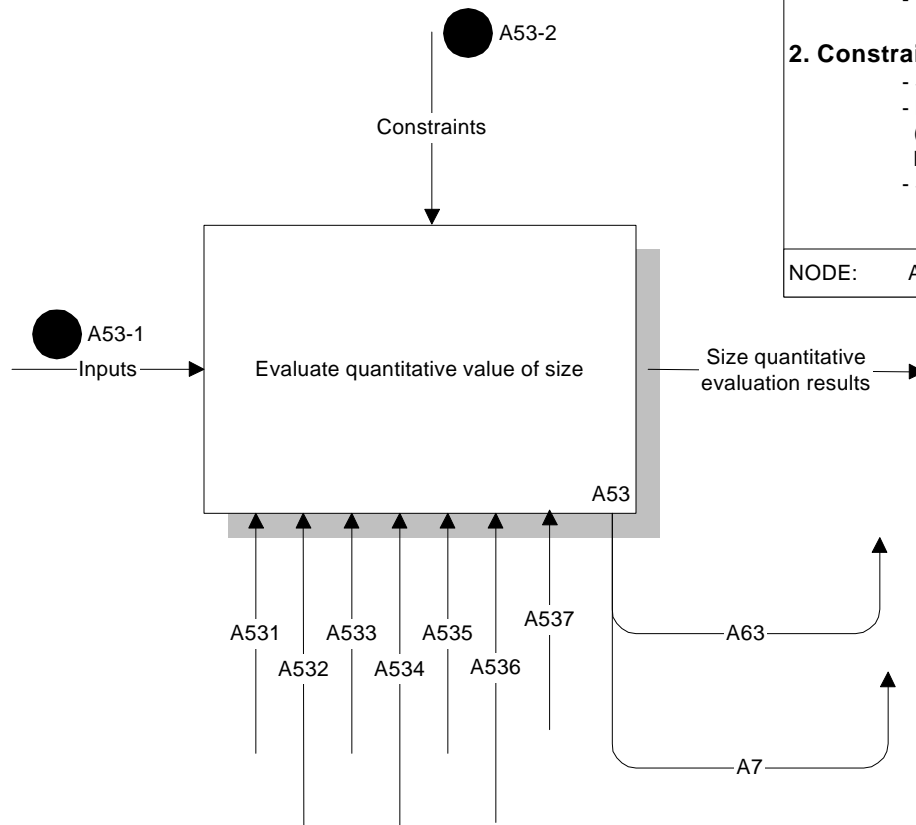


Figure 8-61. Practical Assortment Planning Process: Color Quantitative Evaluation (A525, A5251-A5253) (Continued)



1. Inputs of Size Quantitative Evaluation

- Size information search output
- Size qualitative evaluation output
- Style quantitative evaluation output
- Color quantitative evaluation output
- Open-to-buy dollars
- Sales history
- Remained stock level
- Test-run results
- numbers of styles & colors
- Fit of style

2. Constraints of Size Quantitative Evaluation

- Something with no history base
- Minimum quantity obligation or pre-packed colors from vendors (Small companies have more trouble with this regulation & avoid buying from the vendors having this regulation.)
- Size spec difference among vendors (e.g., Europe size spec)

NODE:	A53	TITLE:	Size Quantitative Evaluation	NO.:	1 & 2
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Figure 8-62. Practical Assortment Planning Model: Size Quantitative Evaluation (A53) Diagram

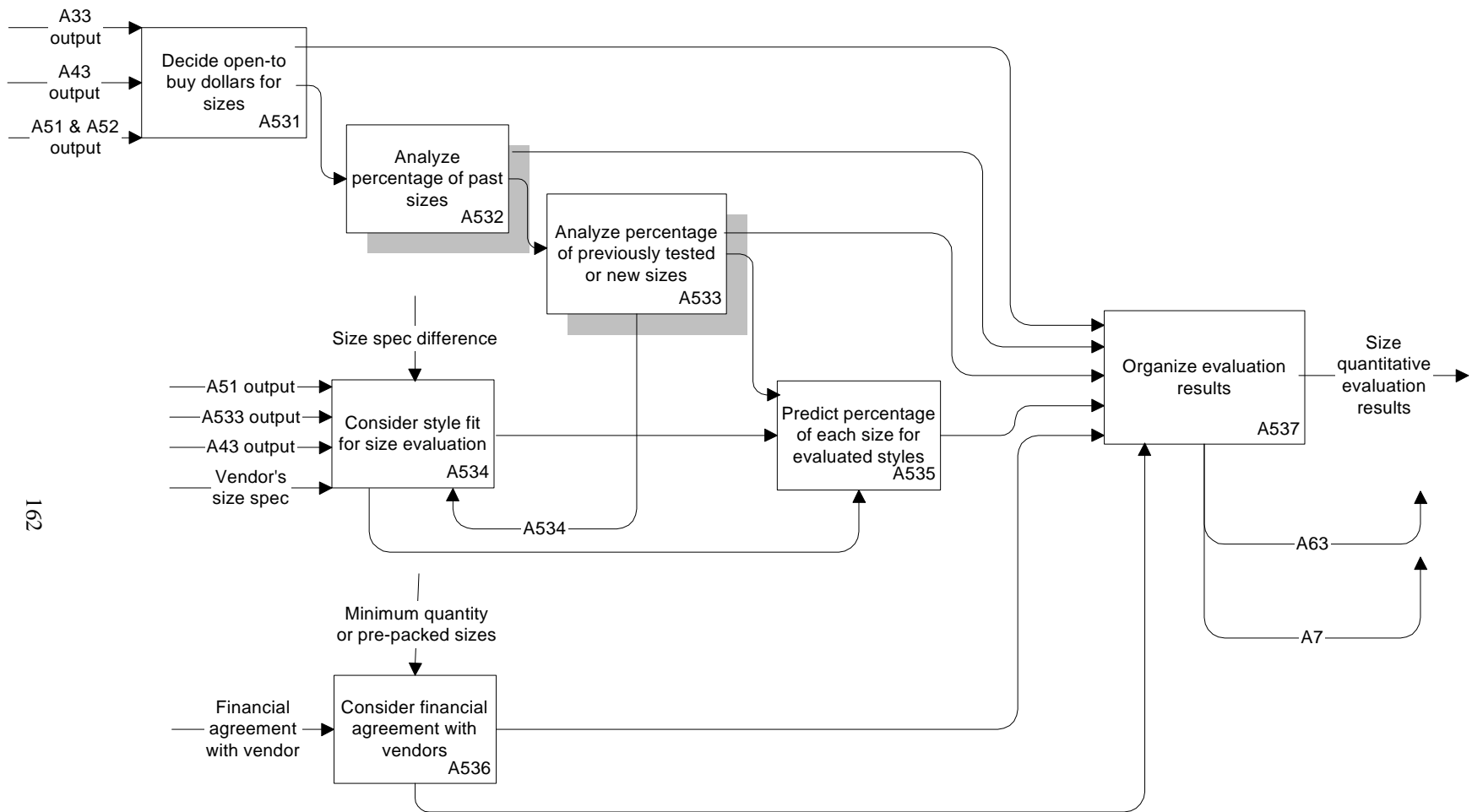


Figure 8-63. Practical Assortment Planning Model: Size Quantitative Evaluation Process (A531-A537) (Continued)

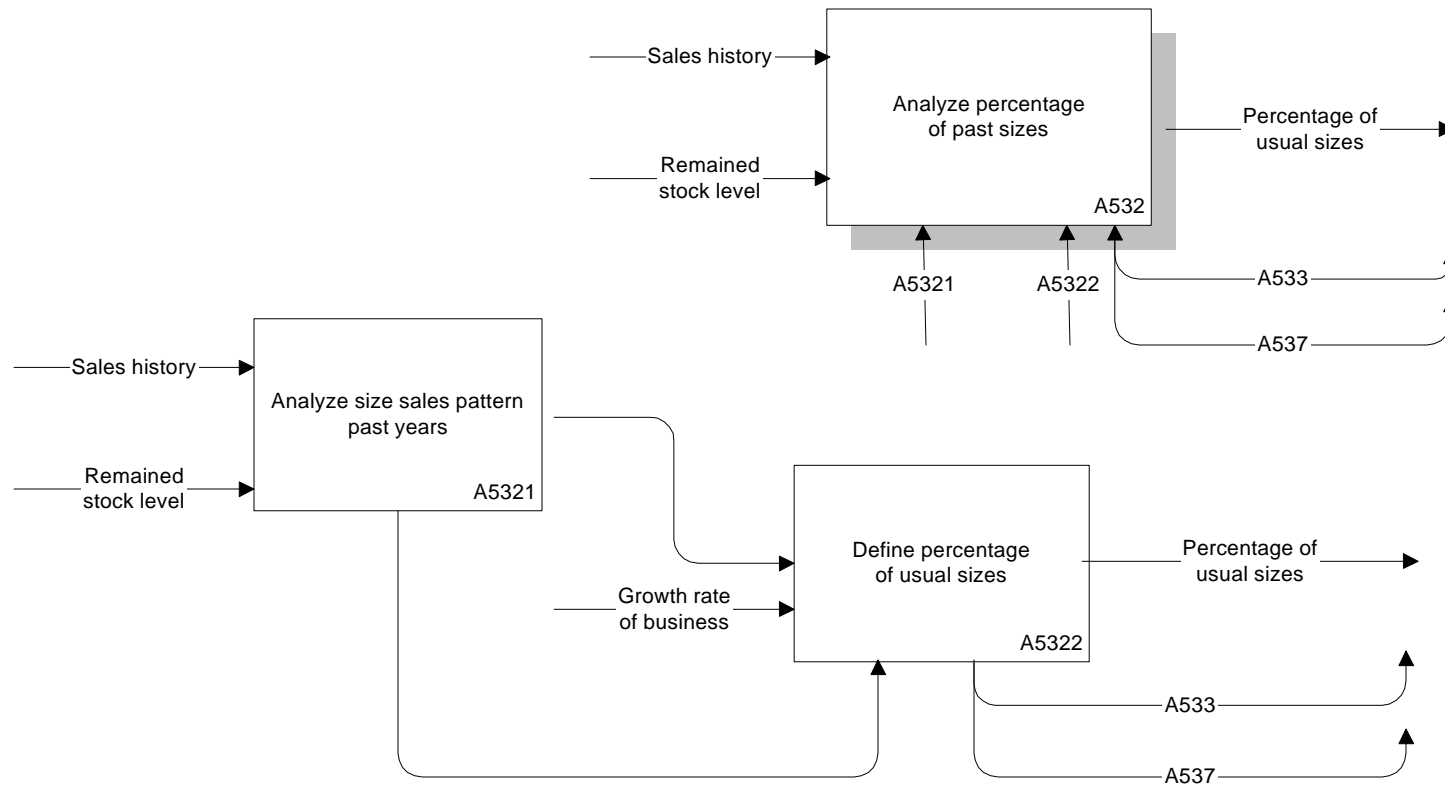


Figure 8-64. Practical Assortment Planning Process: Size Quantitative Evaluation (A532, A5321- A5322) (Continued)

Figure 8-65. Practical Assortment Planning Process: Size Quantitative Evaluation (A533, A5331-A5333) (Continued)

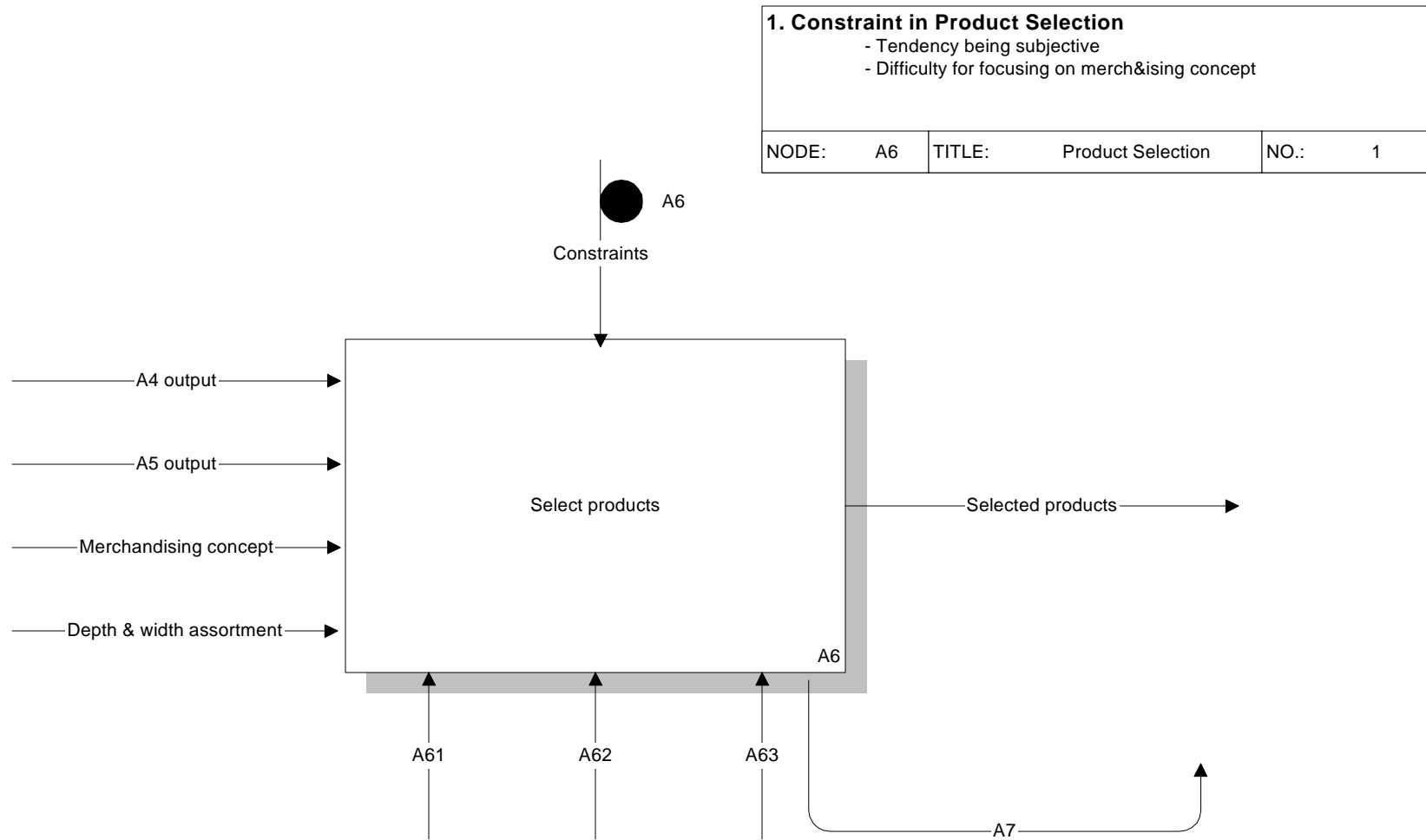


Figure 8-66. Practical Assortment Planning Model: Product Selection (A6) (Continued)

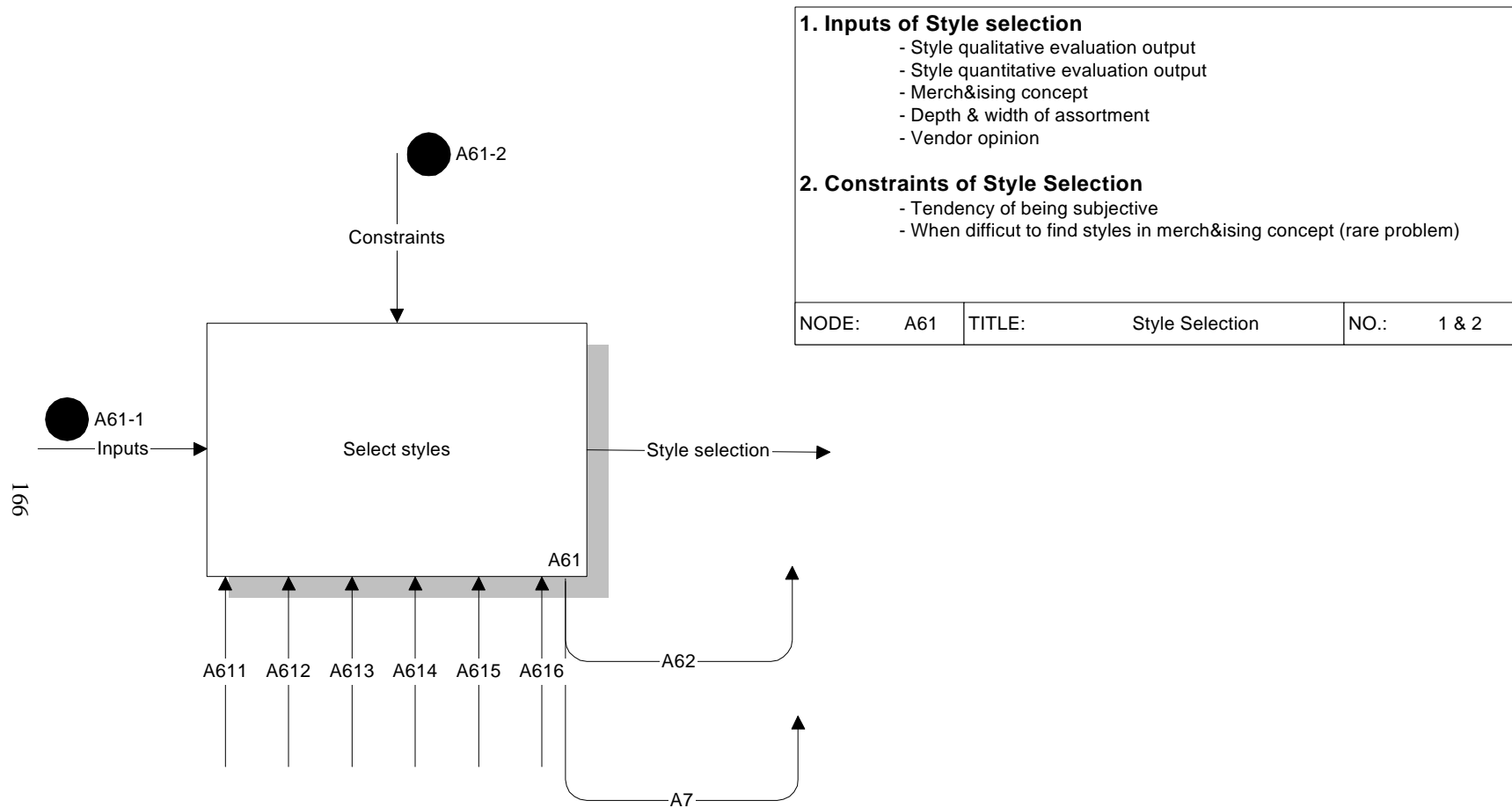


Figure 8-67. Practical Assortment Planning Model: Style Selection (A61) Diagram

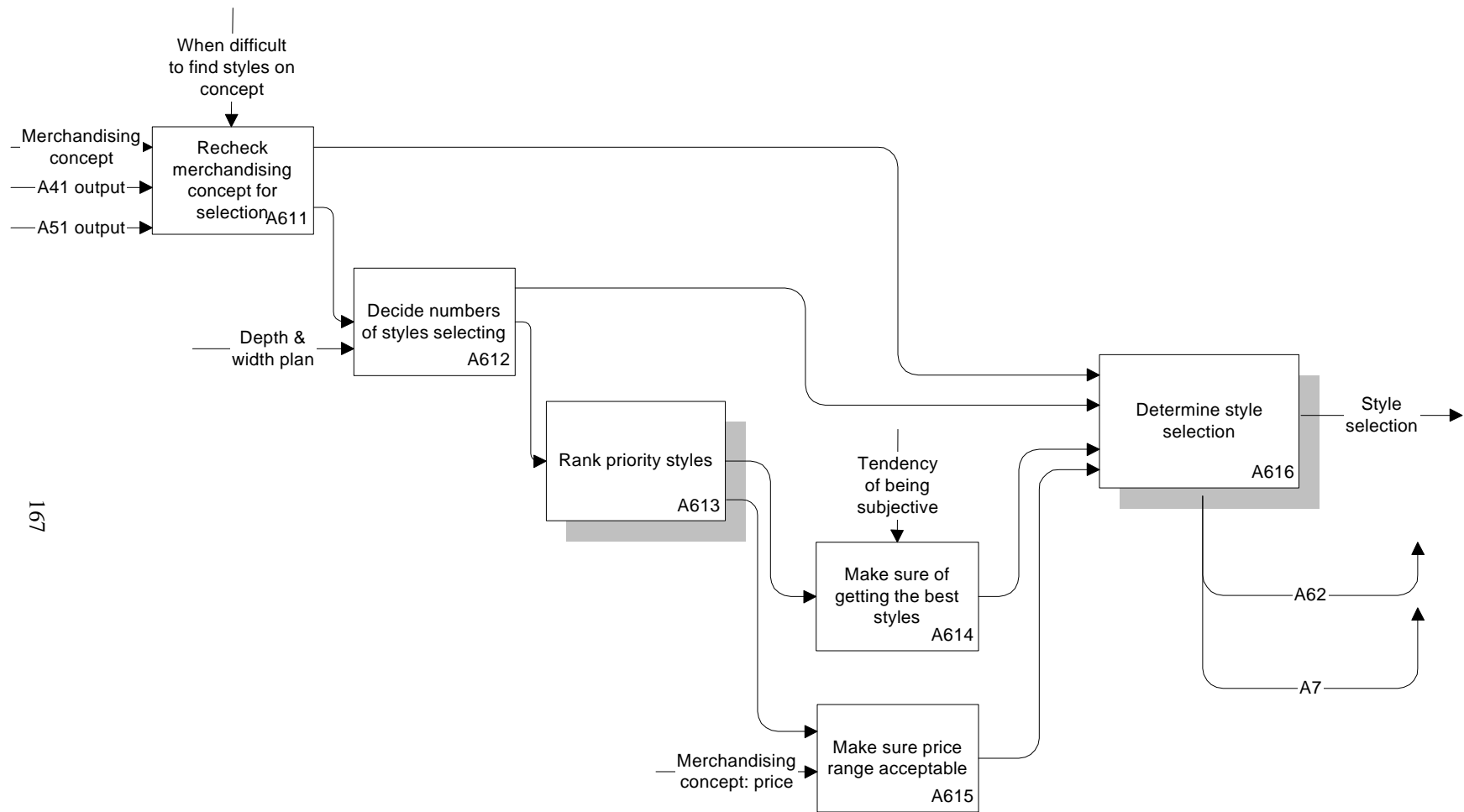


Figure 8-68. Practical Assortment Planning Model: Style Selection Process (A611-A616) (Continued)

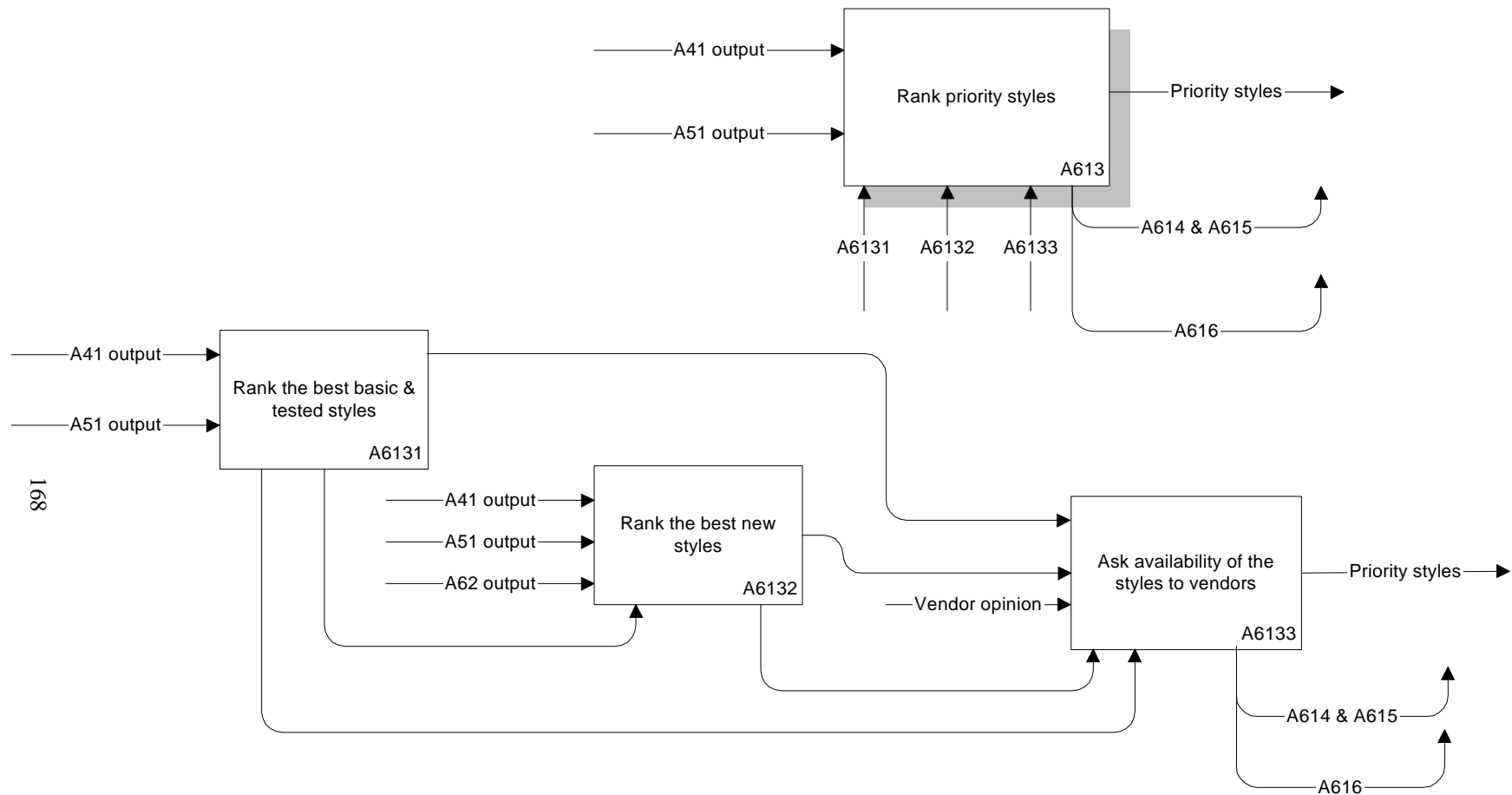


Figure 8-69. Practical Assortment Planning Process: Style Selection (A613, A6131-A6133) (Continued)

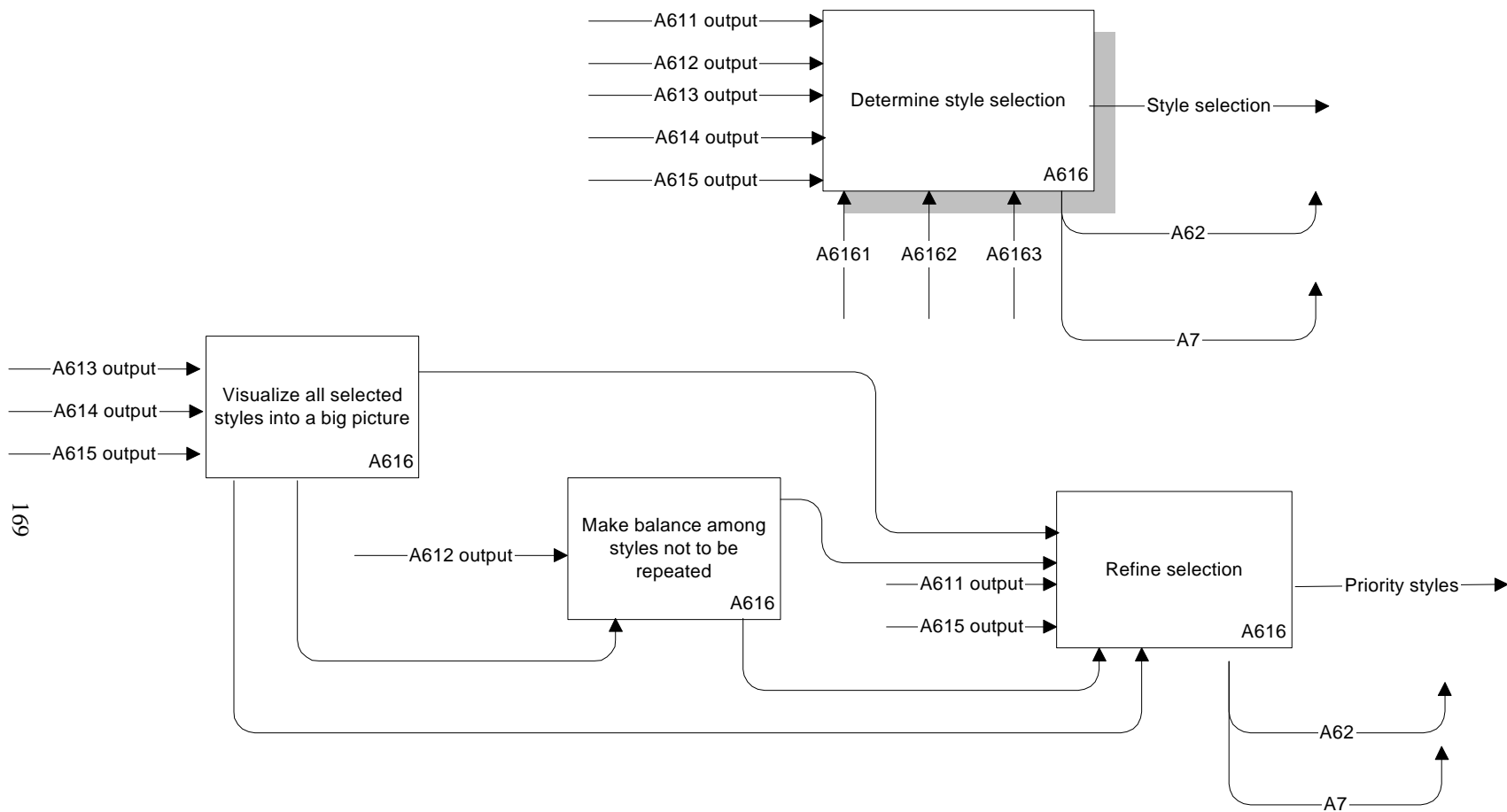


Figure 8-70. Practical Assortment Planning Process: Style Selection (A616, A6161-A6163) (Continued)

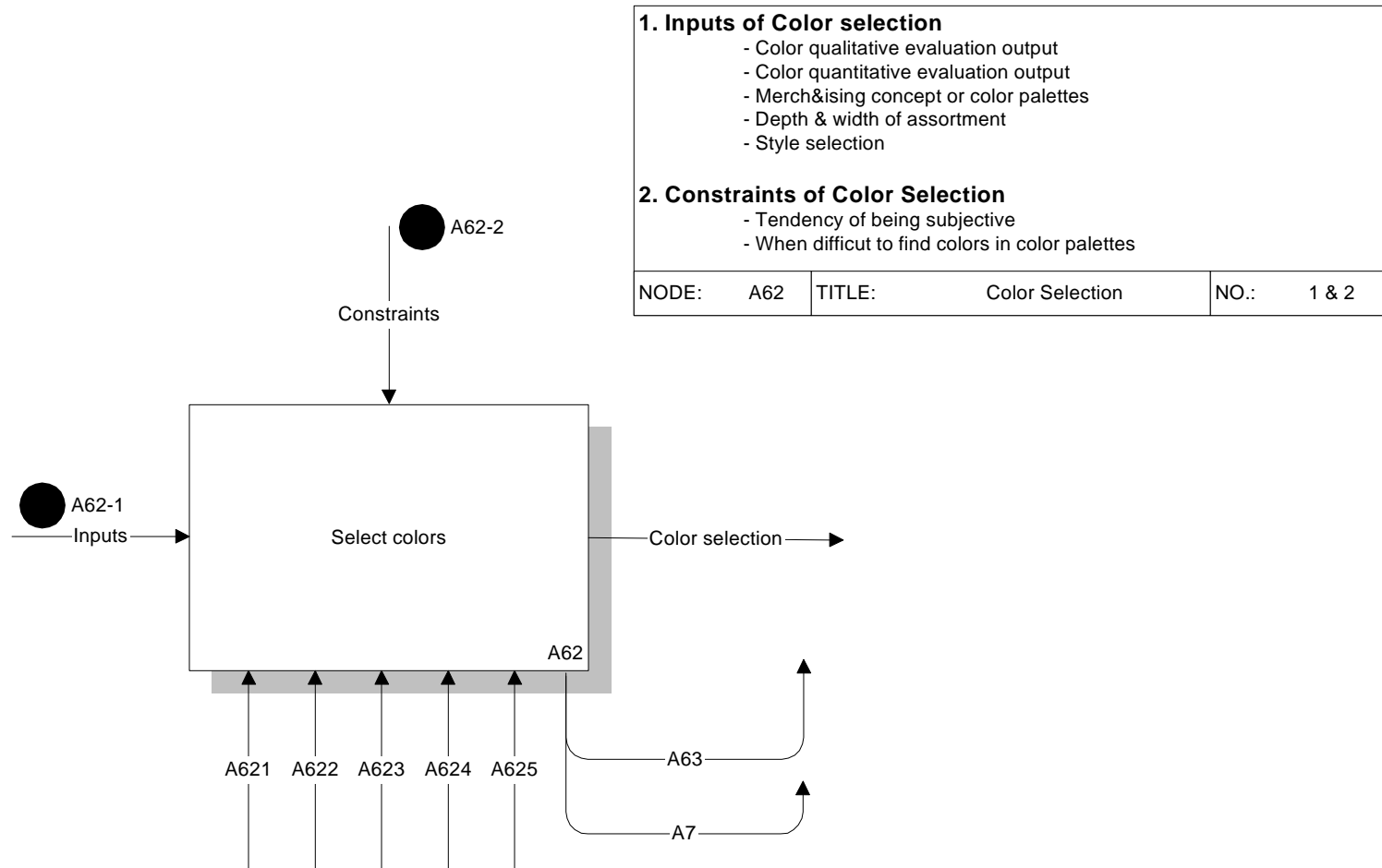


Figure 8-71. Practical Assortment Planning Model: Color Selection (A62) Diagram

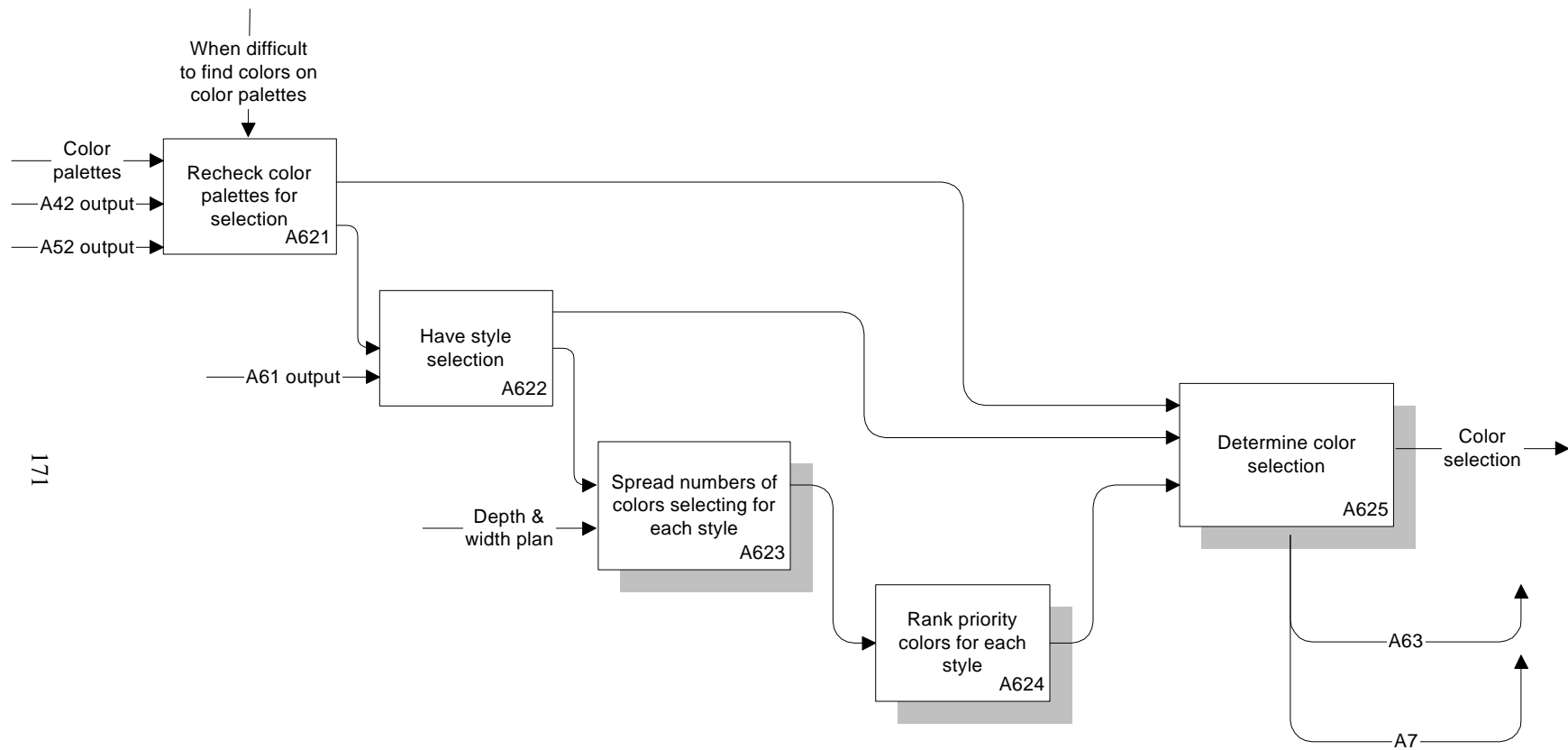


Figure 8-72. Practical Assortment Planning Model: Color Selection Process (A621-A625) (Continued)

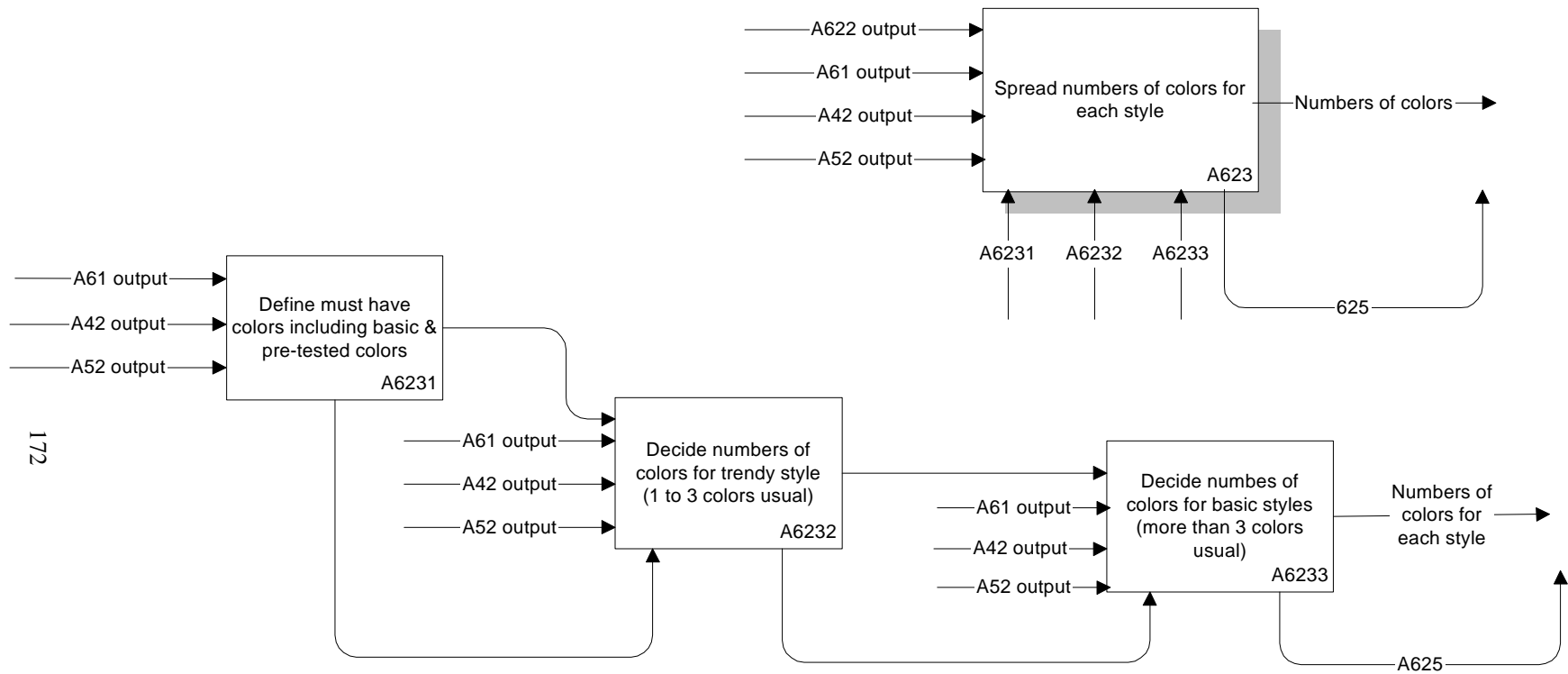


Figure 8-73. Practical Assortment Planning Process: Color Selection (A623, A6231-A6233) (Continued)

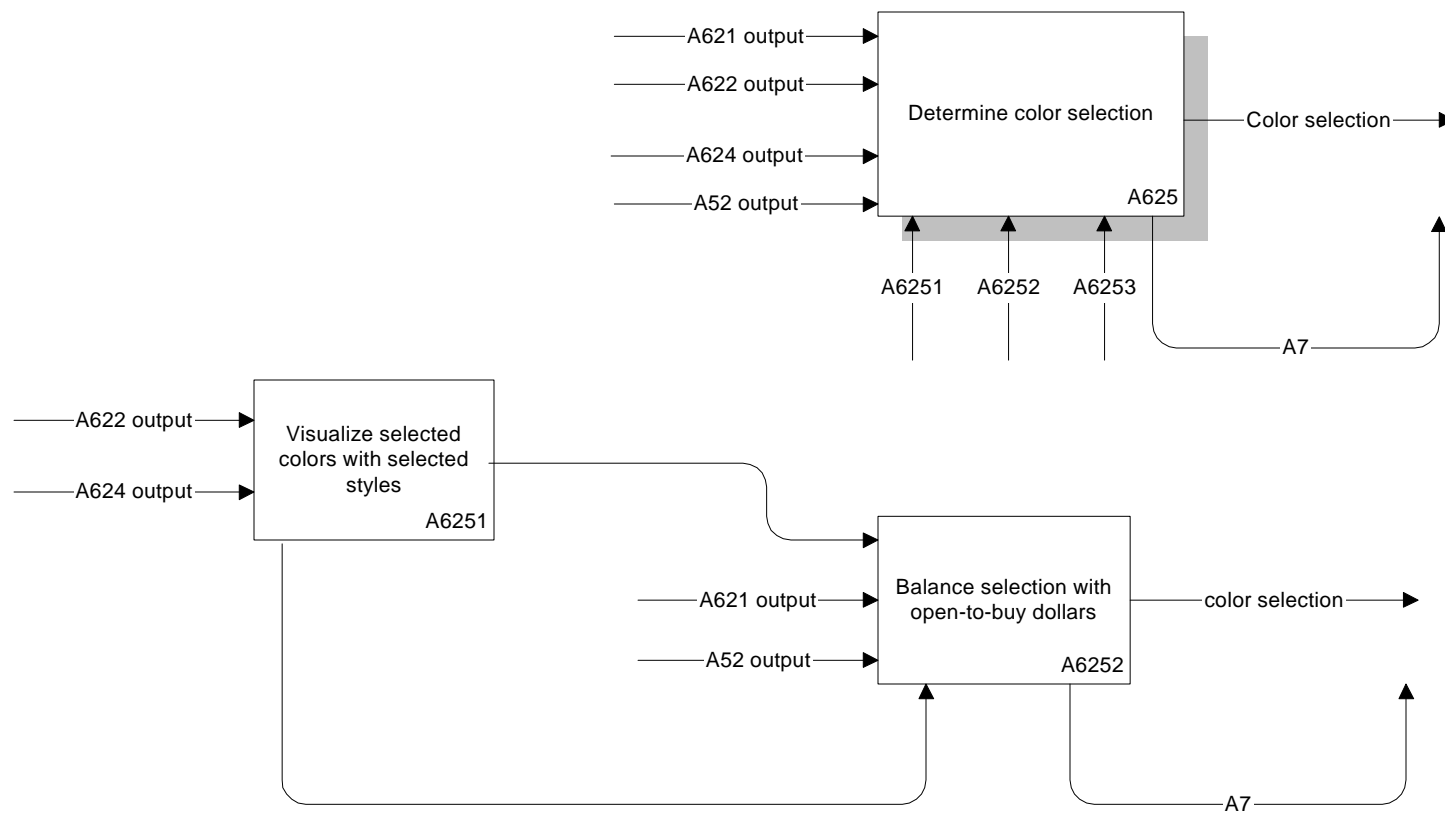


Figure 8-75. Practical Assortment Planning Process: Color Selection (A625, A6251-A6252) (Continued)

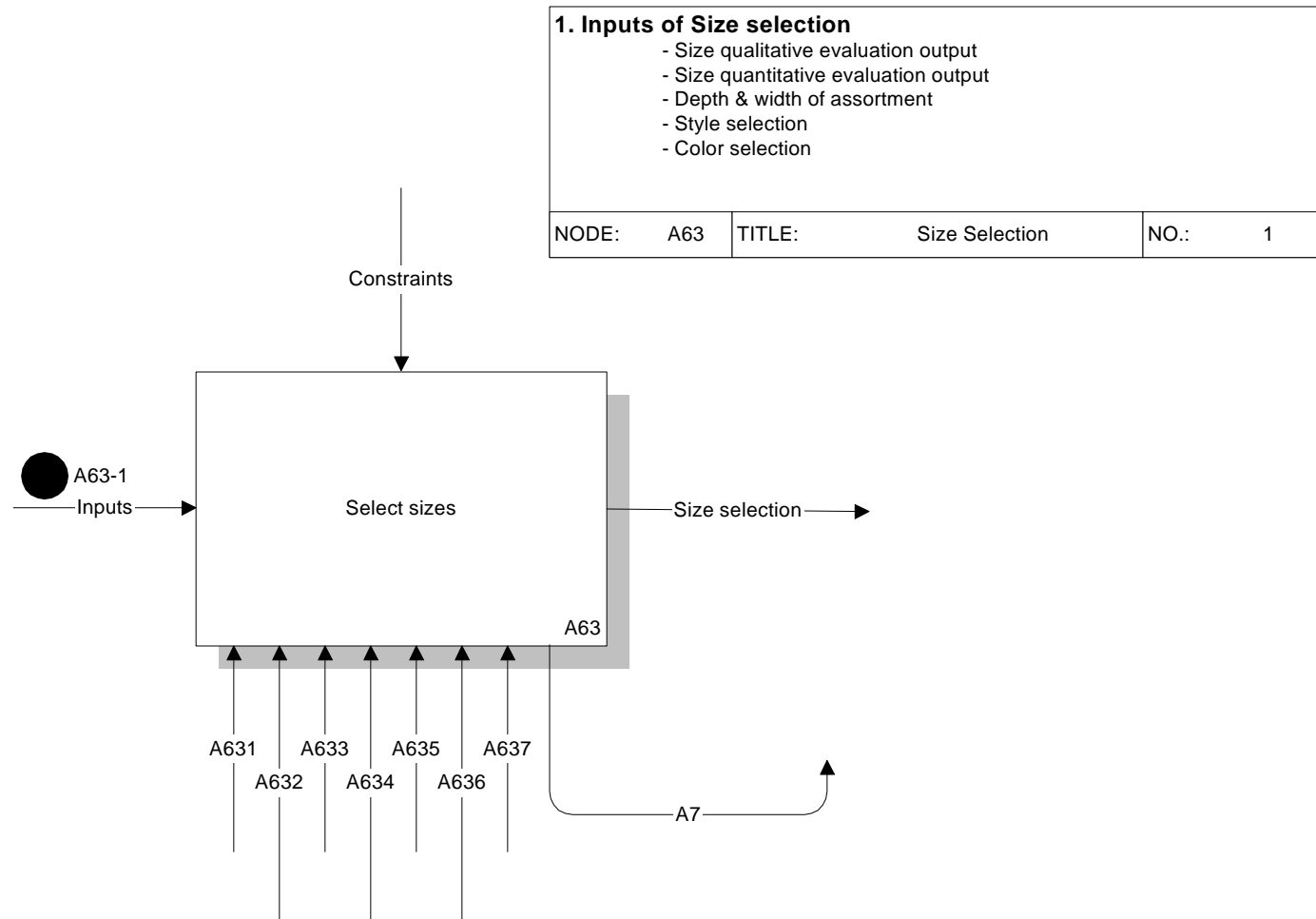


Figure 8-76. Practical Assortment Planning Model: Size Selection (A63) Diagram

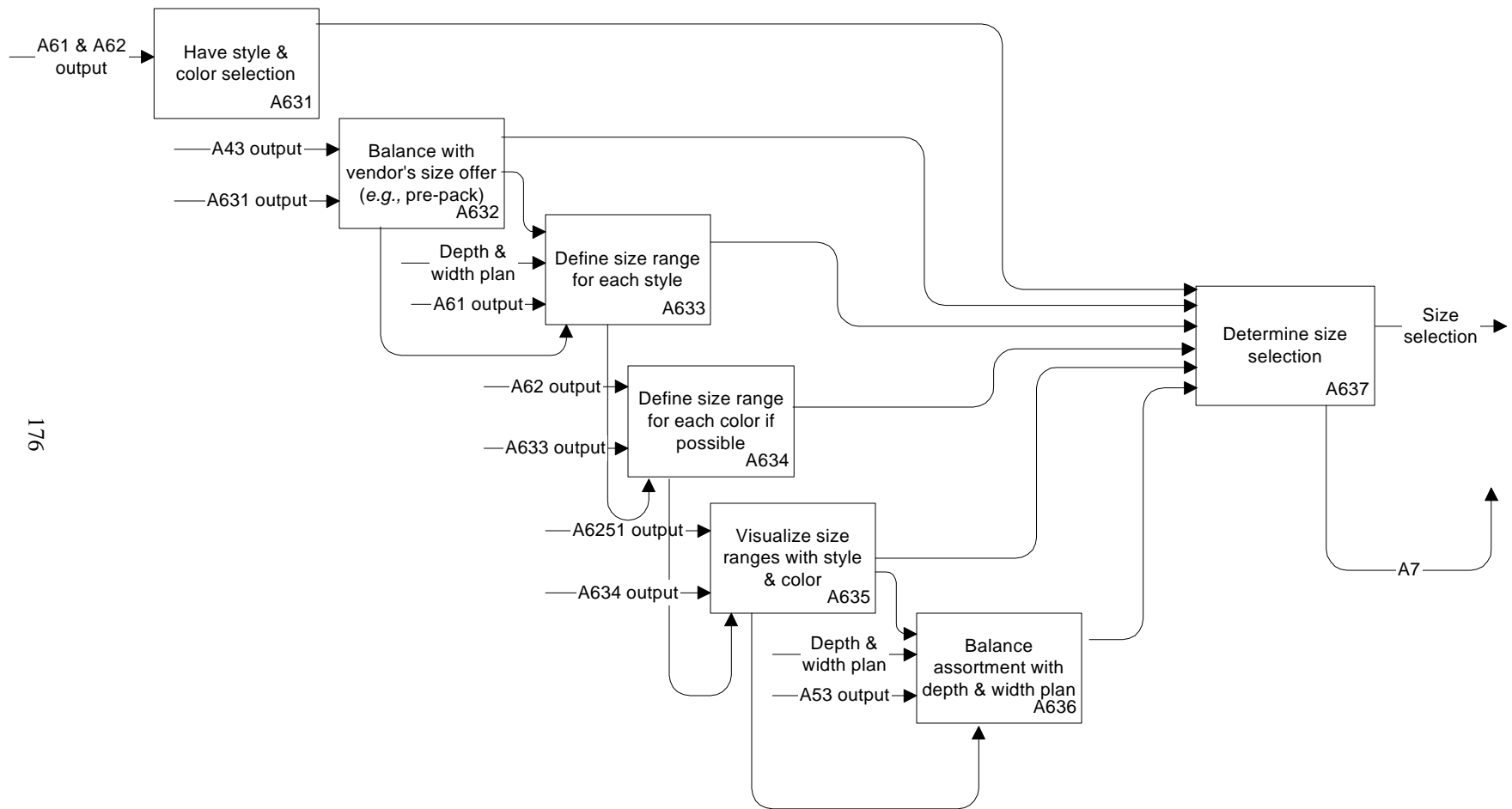


Figure 8-77. Practical Assortment Planning Model: Size Selection Process (A631-A637) (Continued)

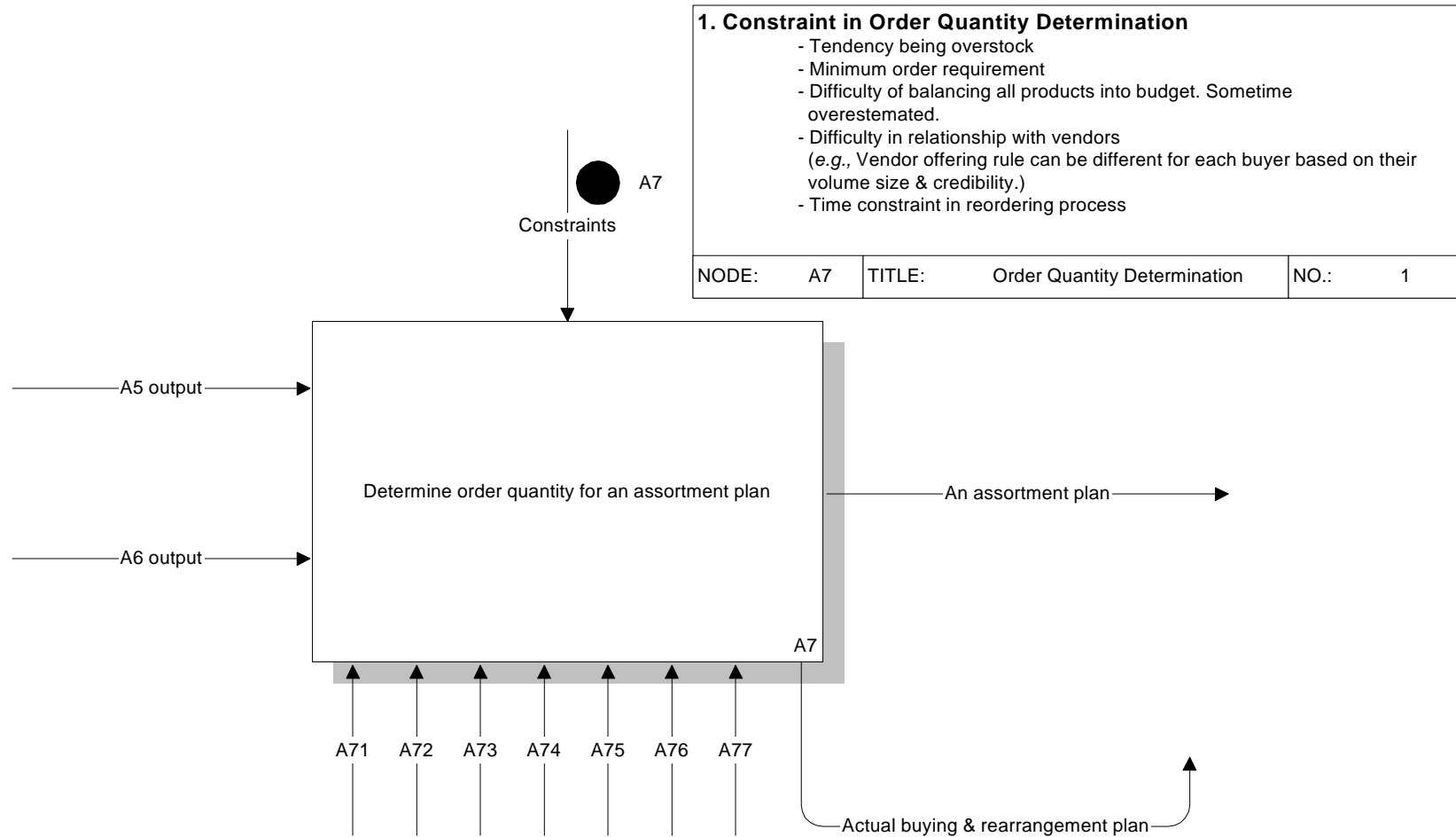


Figure 8-78. Practical Assortment Planning Model: Order Quantity Determination (A7) (Continued)

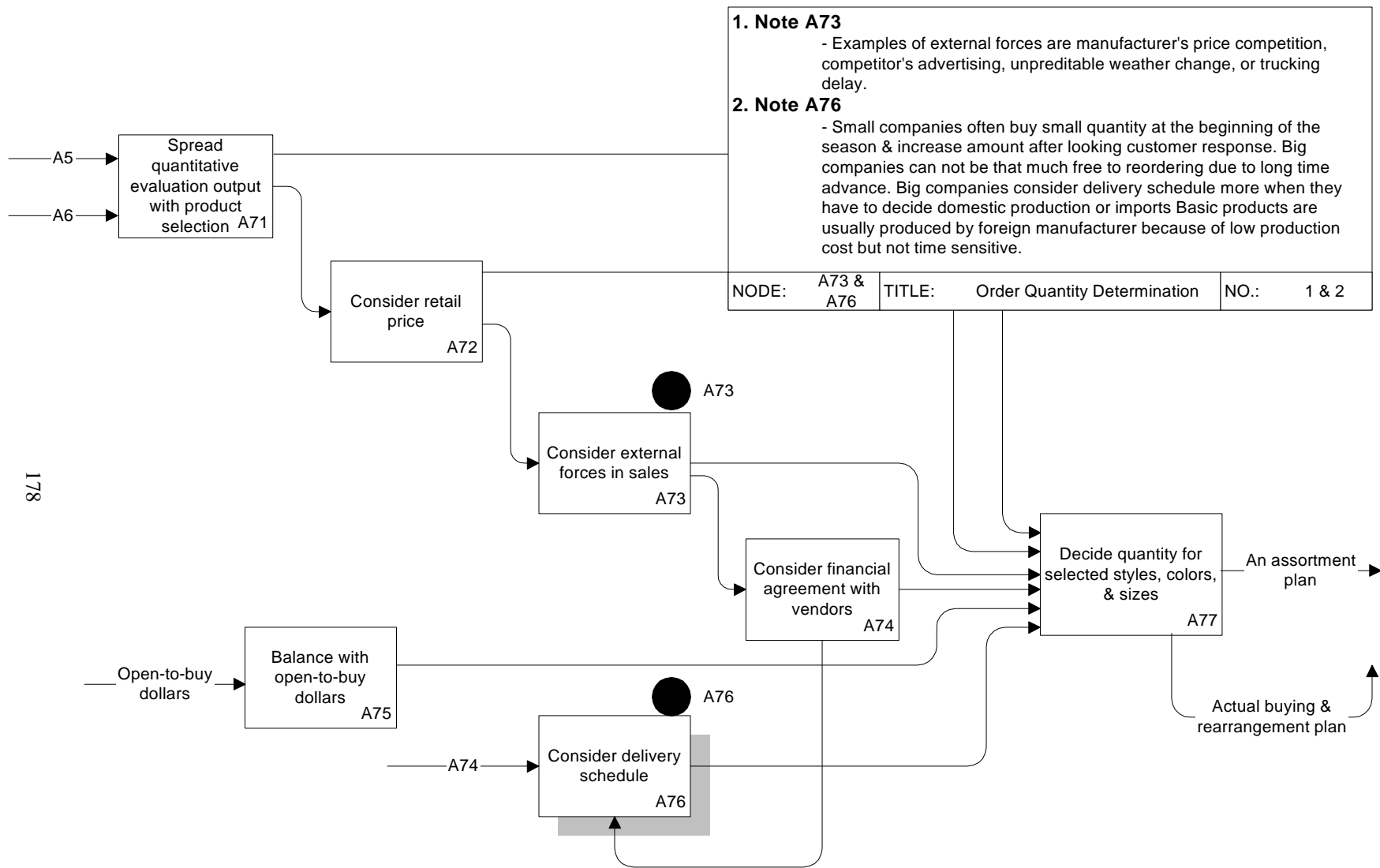


Figure 8-79. Practical Assortment Planning Model: Order Quantity Determination Process (A71-A77)
(Continued)