

### 1. Definitions of Assortment Planning

- Consideration of the numbers going to have any particular classification within any particular store
- Balance assortments as wide of age group possible then go to specific items
- Breaking down by division & department based on space of store & open-to-buy dollar
- Arrangement of open-to-buy dollars from each store & each vendor to each style & each month
- Plan of quantity of each style with different colors
- The dollar plan for each product category for a season
- Balancing product selection & assorting the quantity of selected products
- Selection without duplication

### 2. Overall Difficulties in Assortment Plan

- Dramatic change
- Limited consideration regarding geographical distribution
- Relationship with vendors
- Guessing based on past history
- Keeping balance
- Unpredictable weather pattern
- Predicting customer want
- Too many variations

NODE:	A0	TITLE:	Definition of Assortment Plan	NO.:	1 & 2
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Figure 9-1. Assortment Planning Model: A0 Diagram

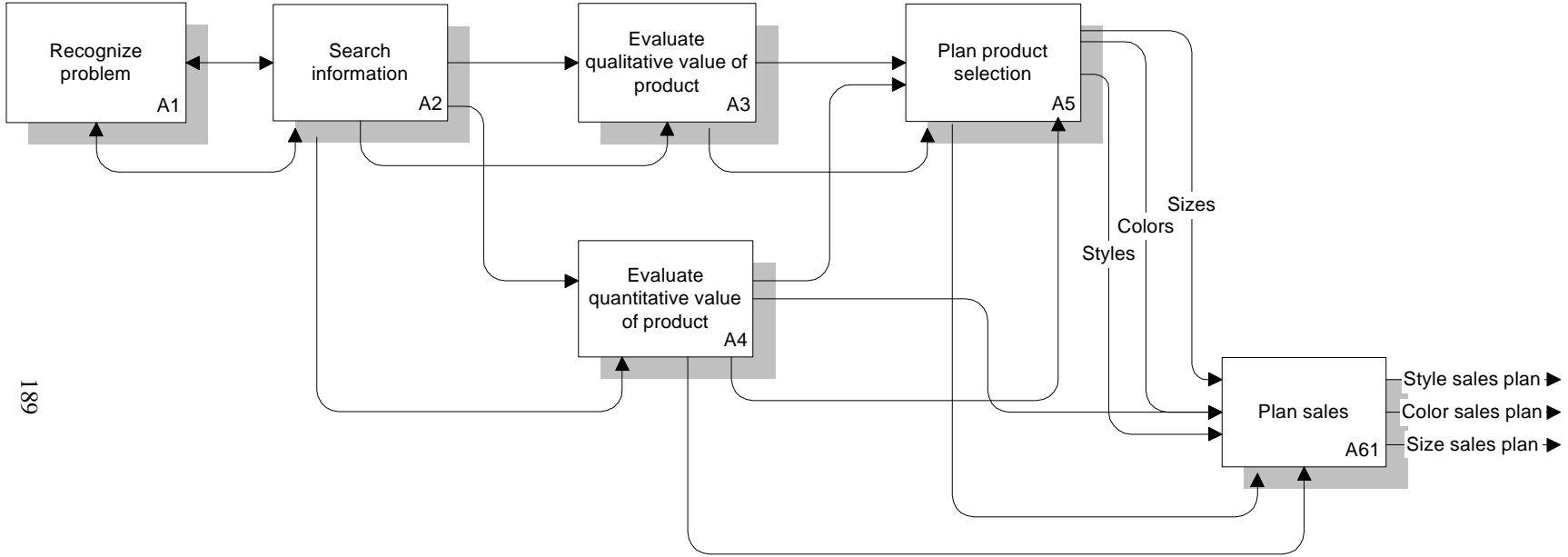


Figure 9-2. Assortment Planning Process (A1 to A61) (Continued)

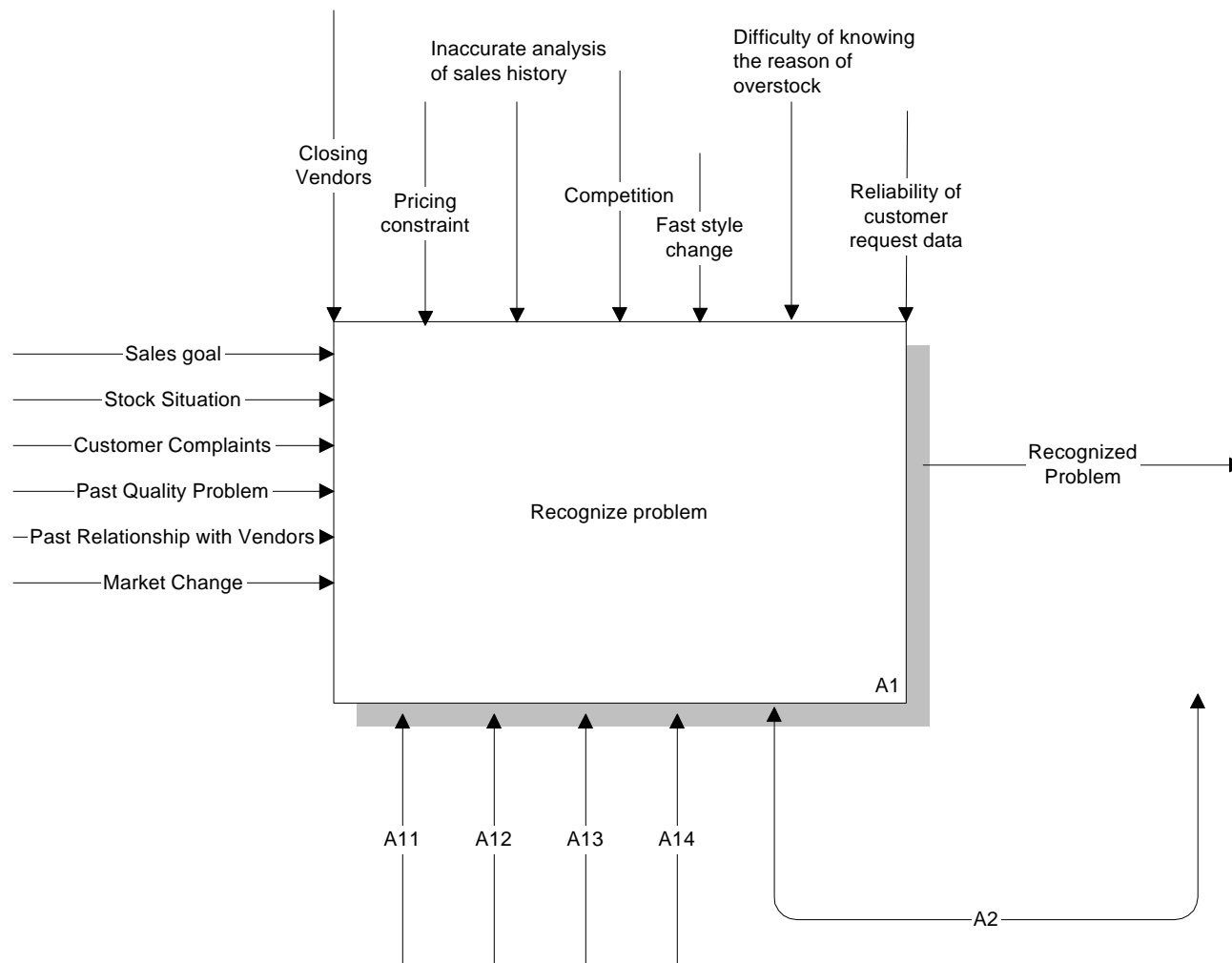


Figure 9-3. Assortment Planning Model: Problem Recognition (A1) (Continued)

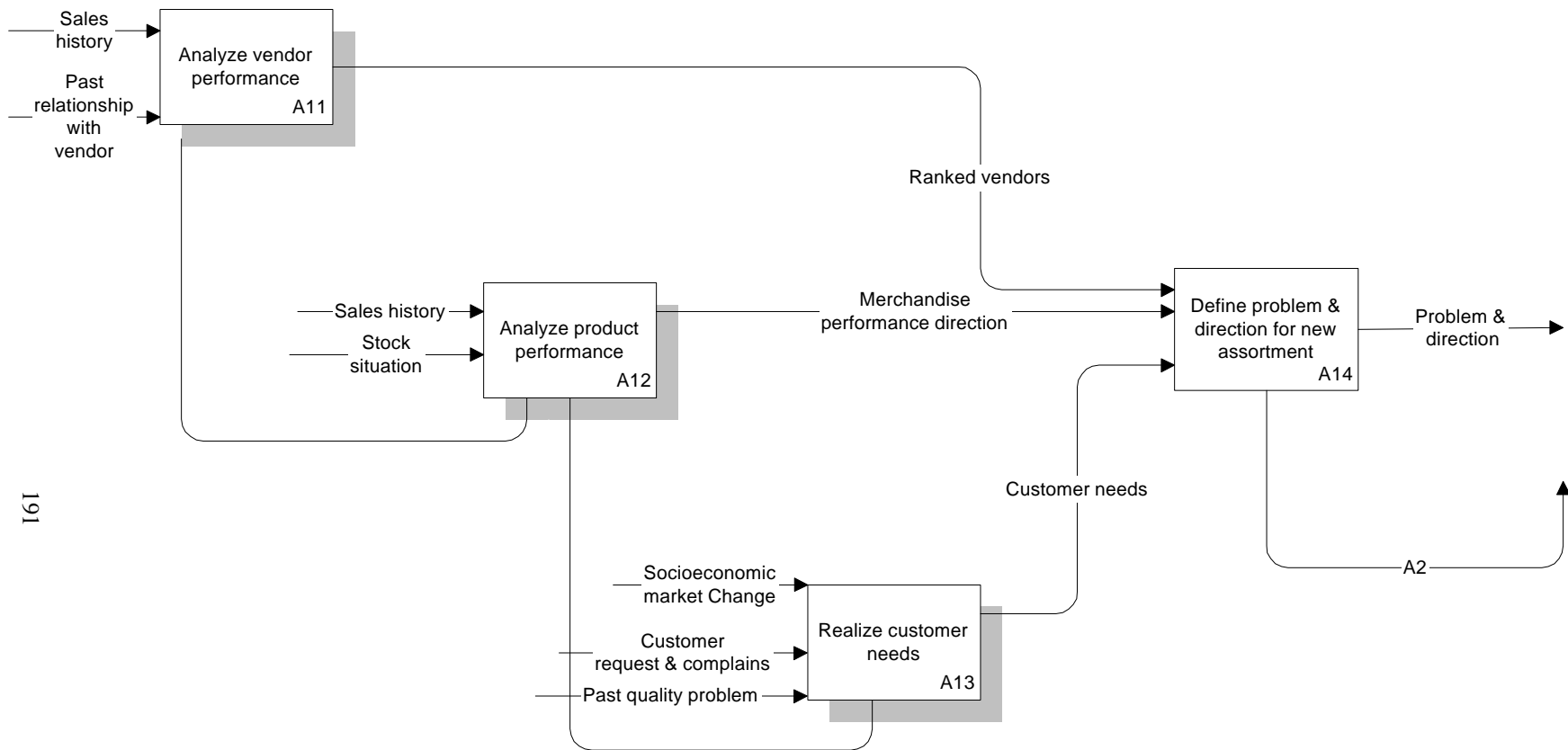


Figure 9-4. Assortment Planning Process: Problem Recognition Process (A11-A14) (Continued)

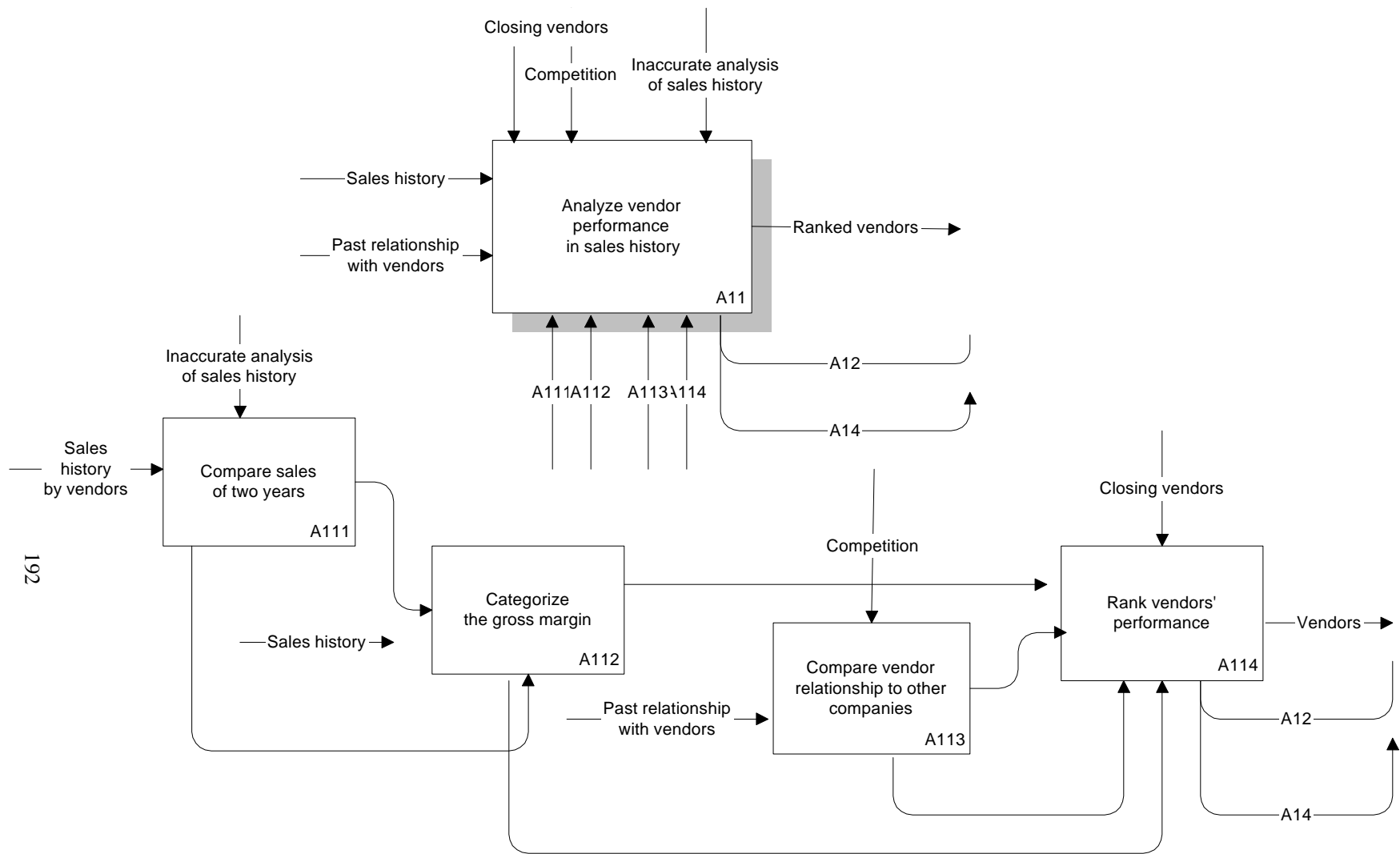


Figure 9-5. Assortment Planning Process: Problem Recognition (A11, A111-A114) (Continued)

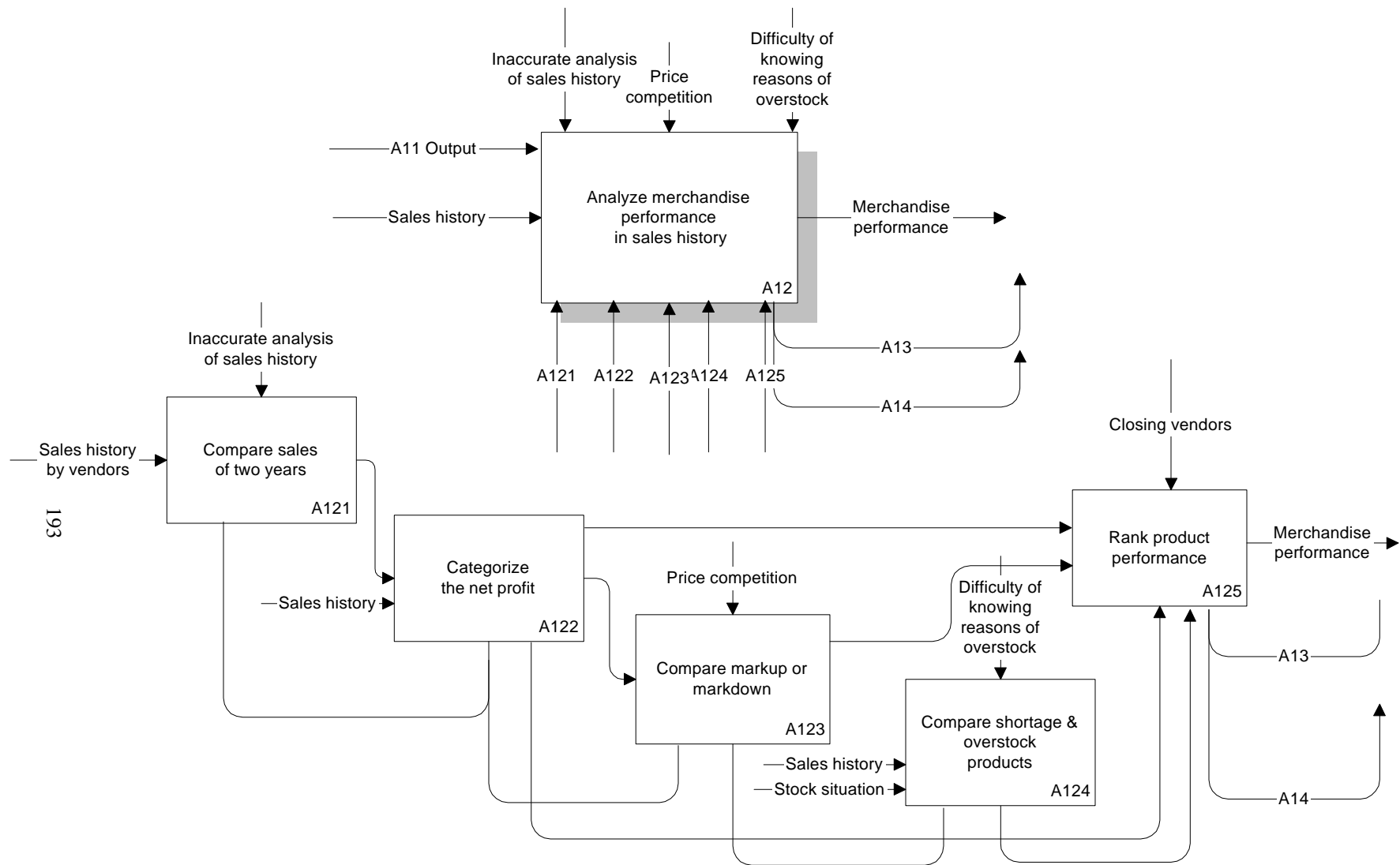


Figure 9-6. Assortment Planning Process: Problem Recognition (A12, A121-A125) (Continued)

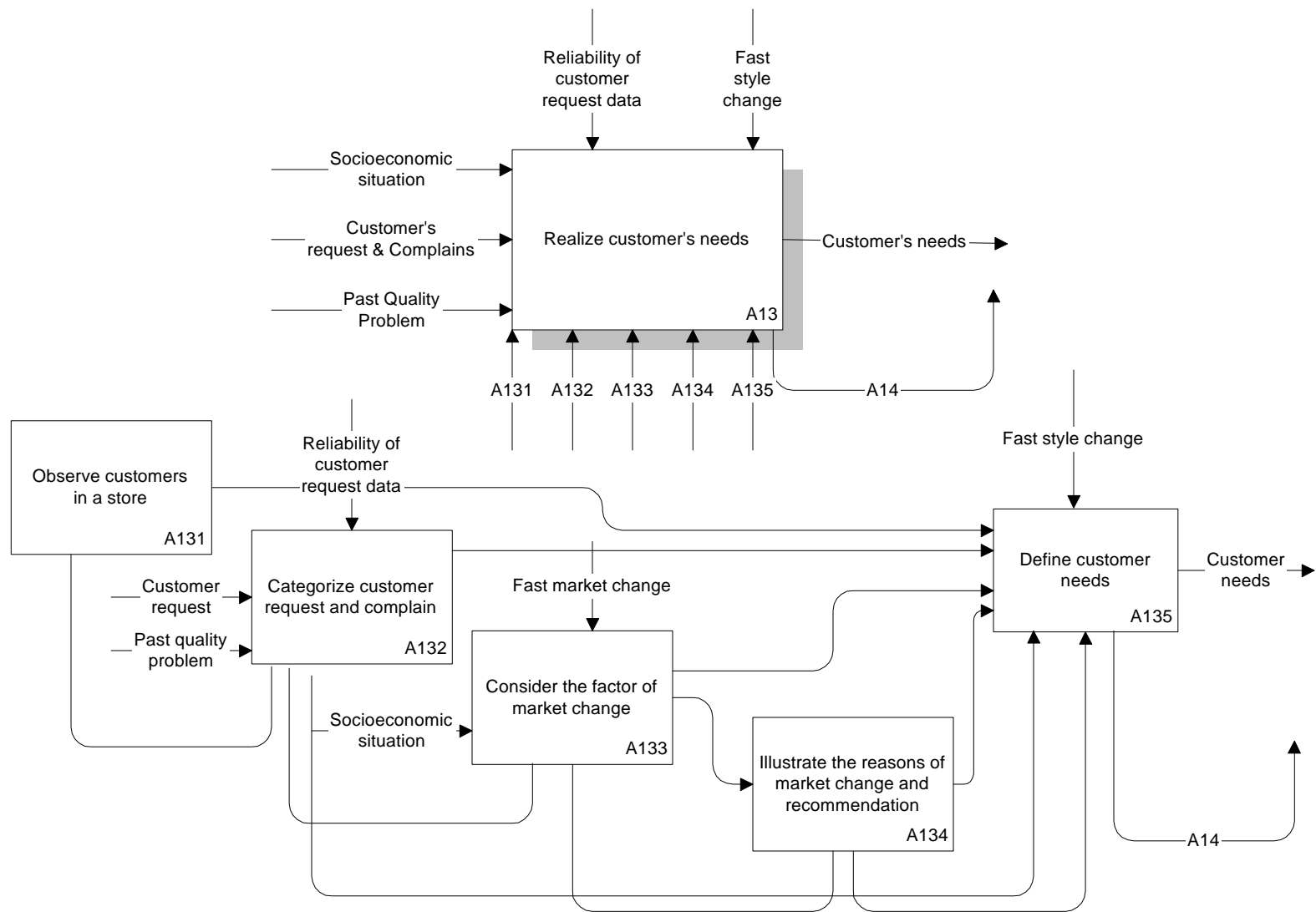


Figure 9-7. Assortment Planning Process: Problem Recognition (A13, A131-A135) (Continued)

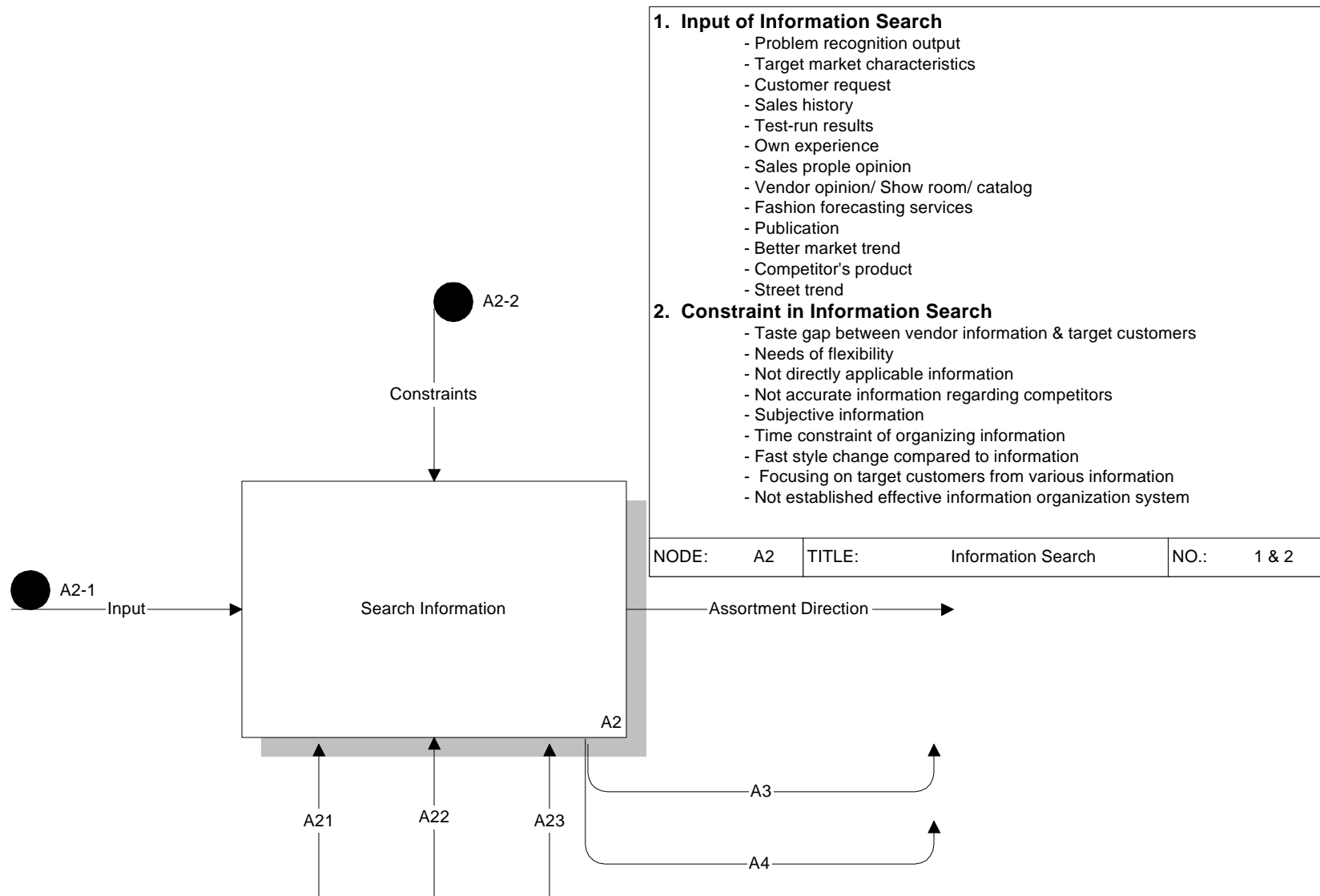


Figure 9-8. Assortment Planning Model: Information Search (A2) (Continued)



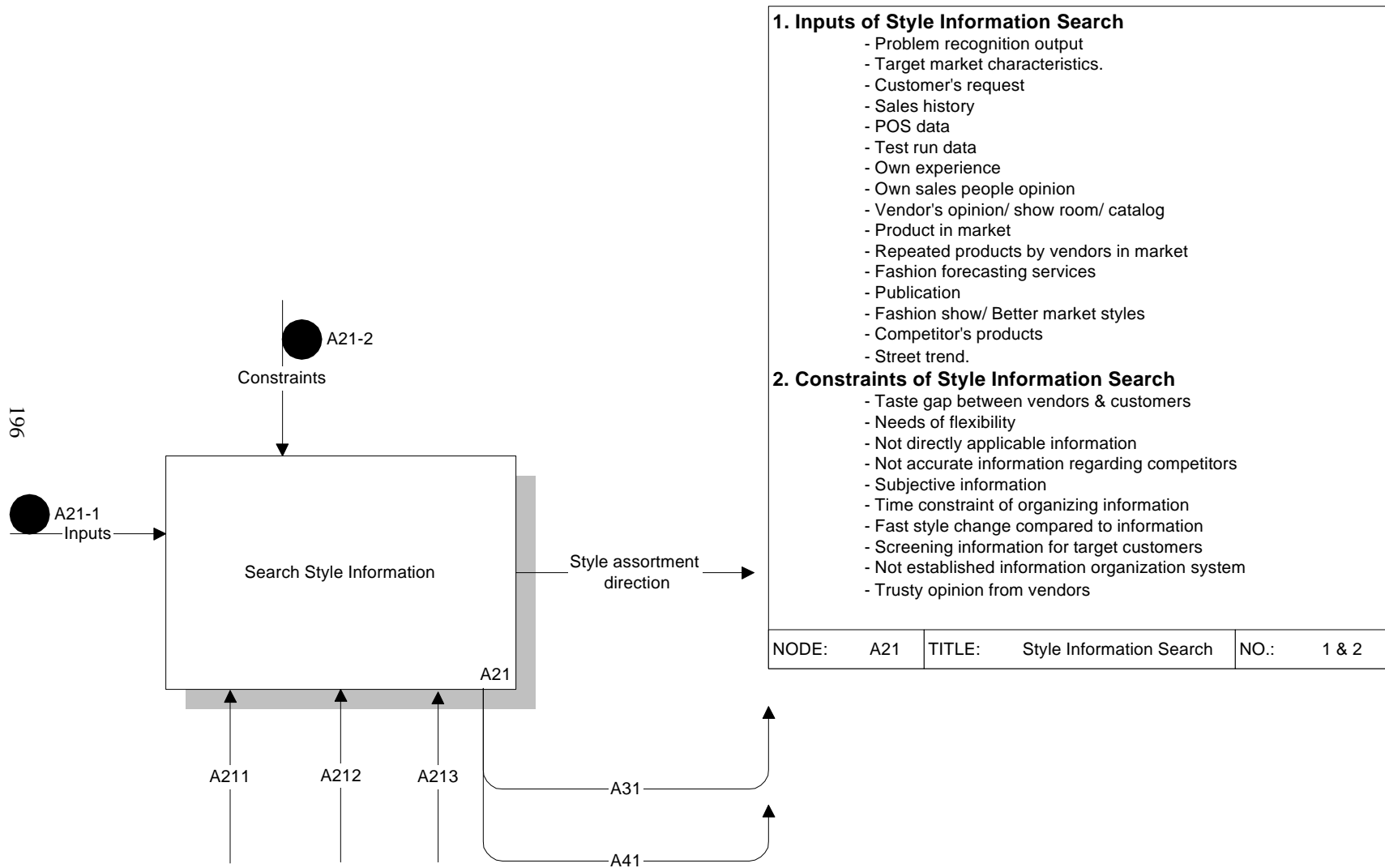


Figure 9-9. Assortment Planning Model: Style Information Search A21 Diagram

<b>1. Note A212</b> For all big companies, style sales analysis is done by Inventory Control Department as using computer program.			
NODE:	A212	TITLE:	Style information from past & current sales
NO.:	1		

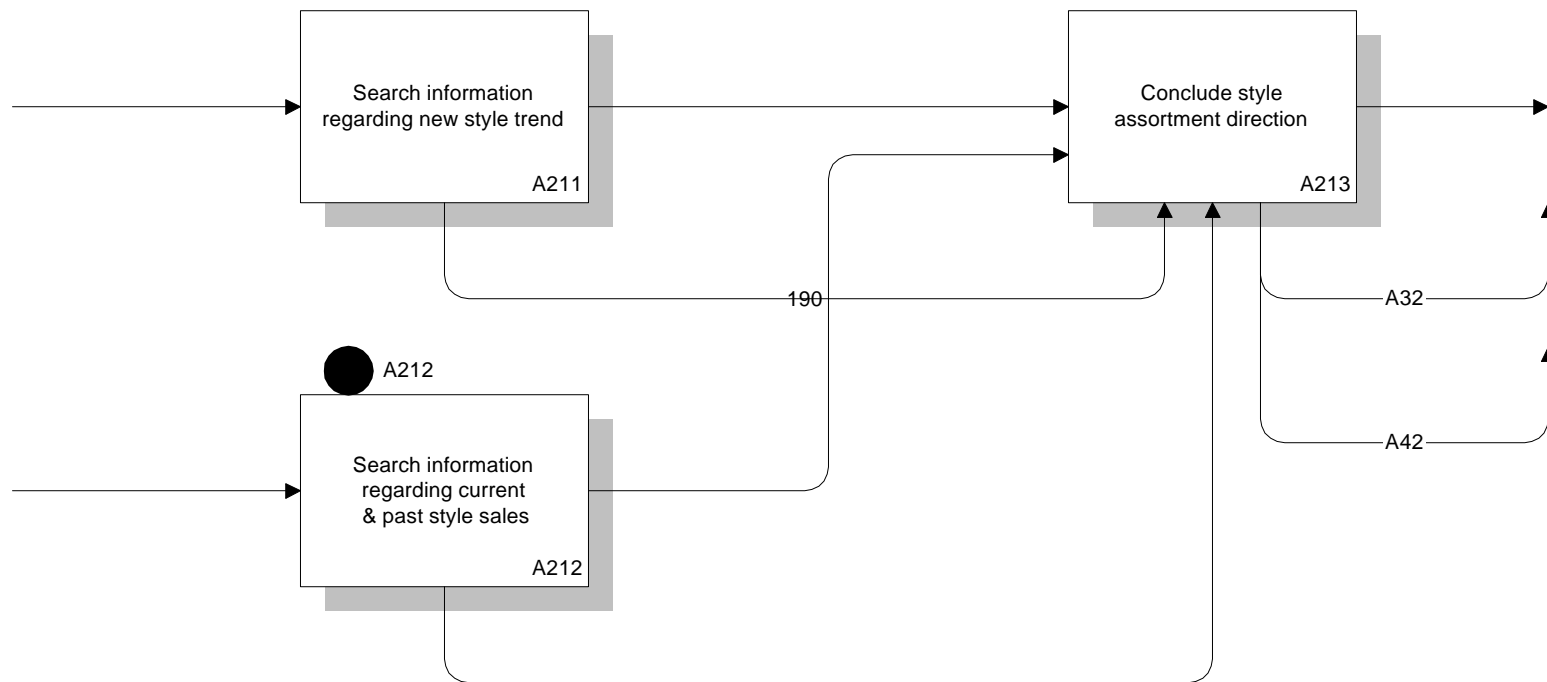


Figure 9-10. Assortment Planning Model: Style Information Search Process (A211-A213) Diagram



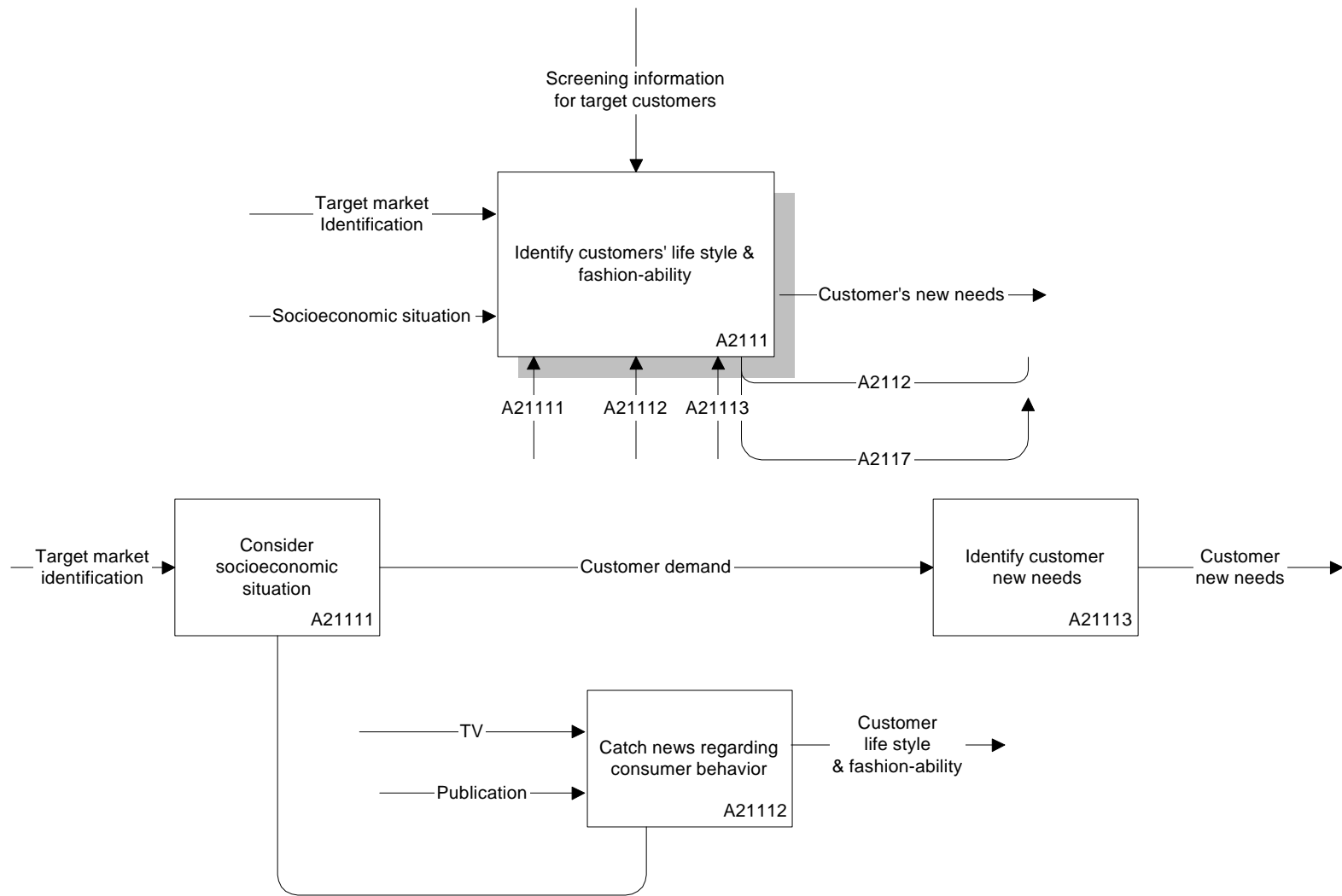


Figure 9-12. Assortment Planning Process: Style Information Search (A2111, A21111-A21113) (Continued)

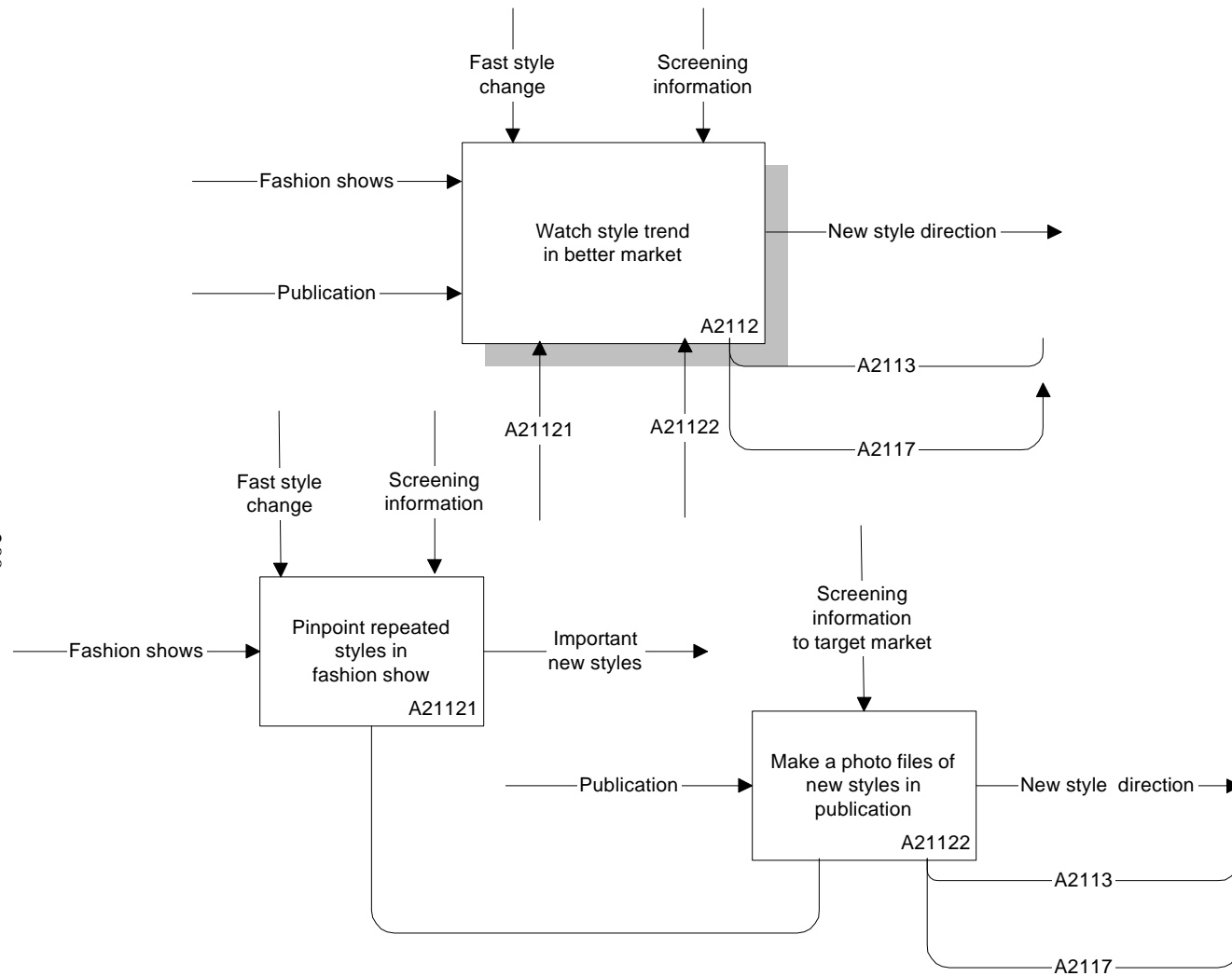


Figure 9-13. Assortment Planning Process: Style Information Search (A2112, A21121-A21122) (Continued)

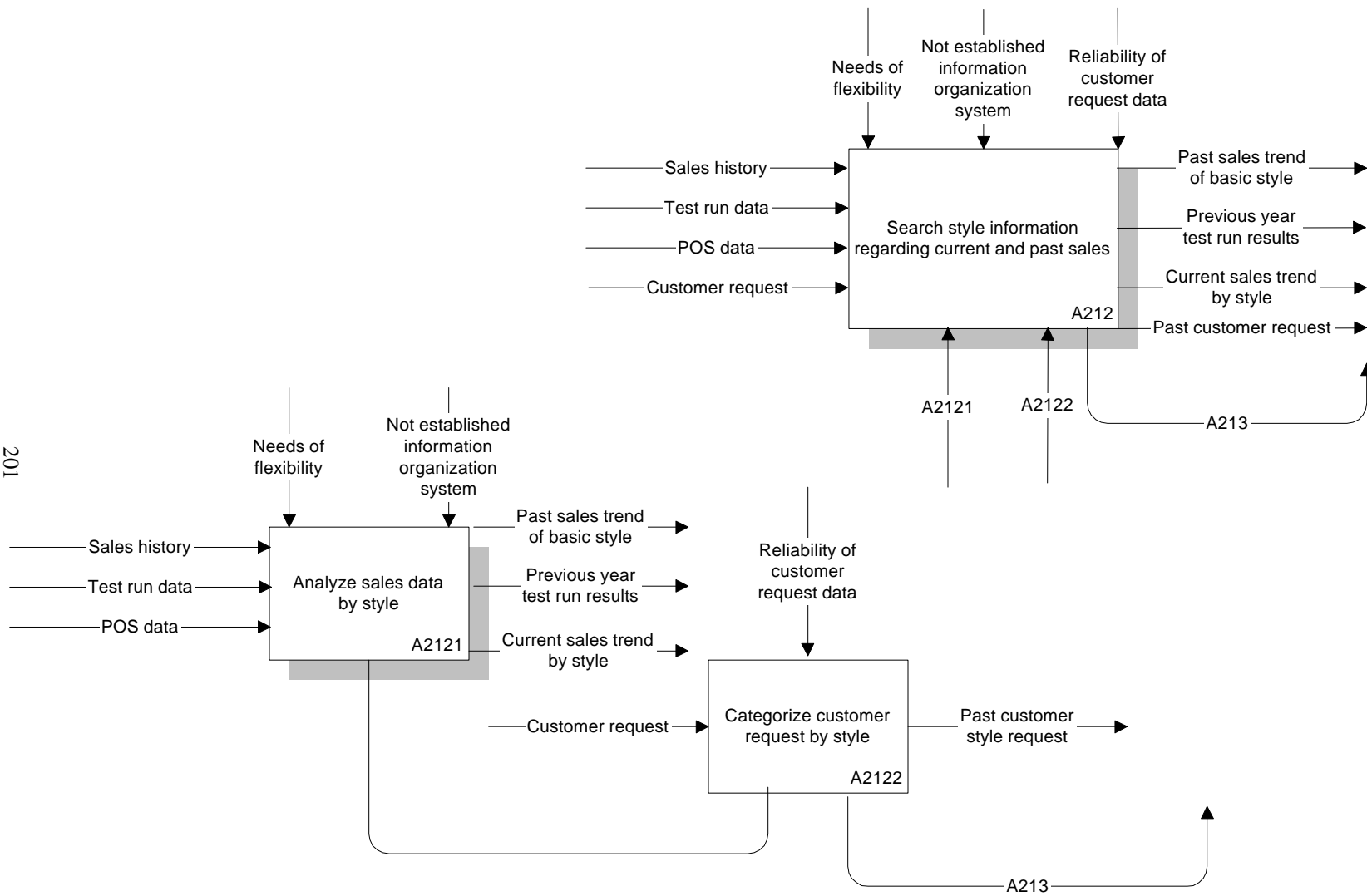


Figure 9-14. Assortment Planning Process: Style Information Search (A212, A2121-A2122) (Continued)

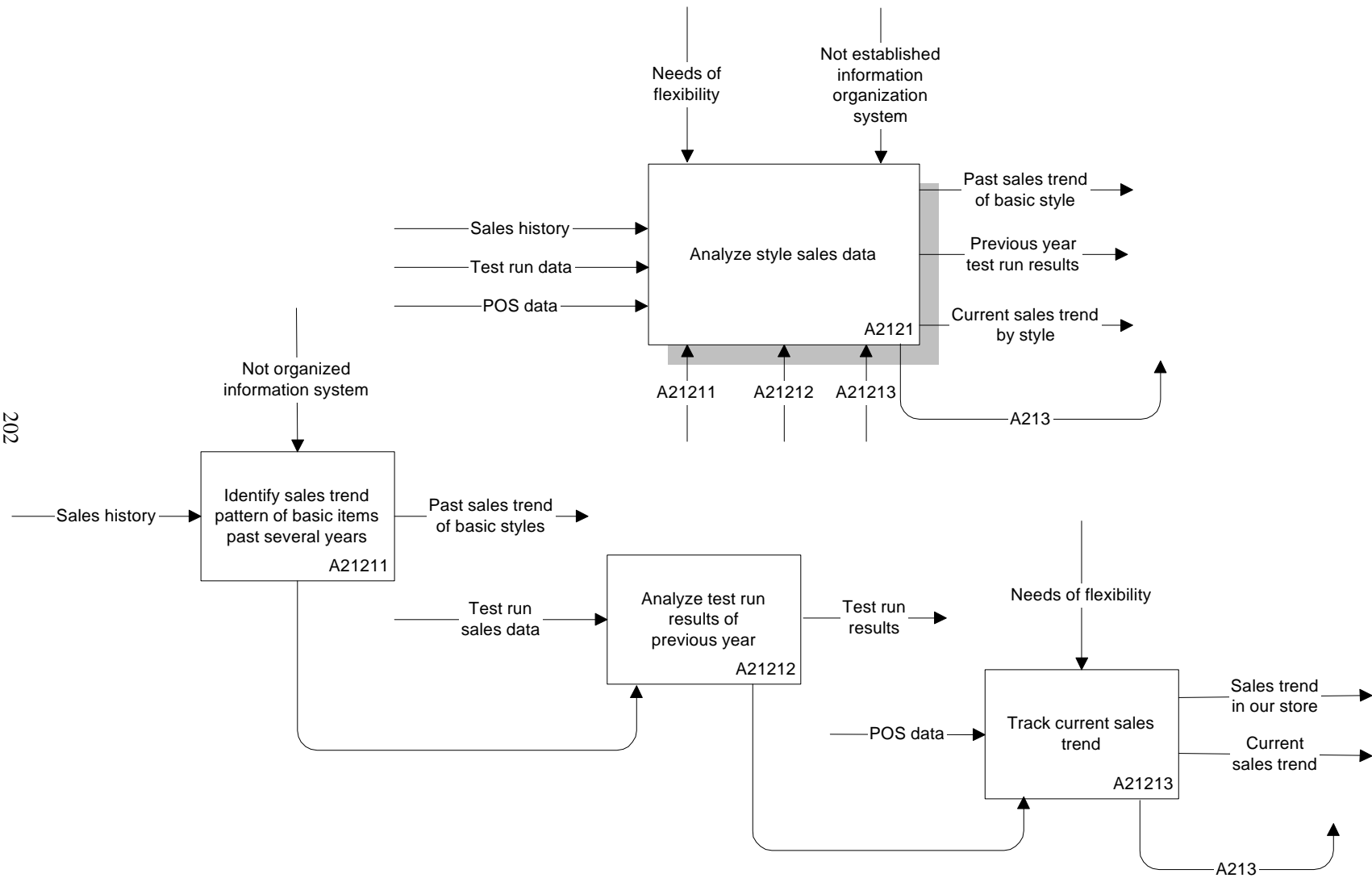


Figure 9-15. Assortment Planning Process: Style Information Search (A2121, A21211-A21212) (Continued)

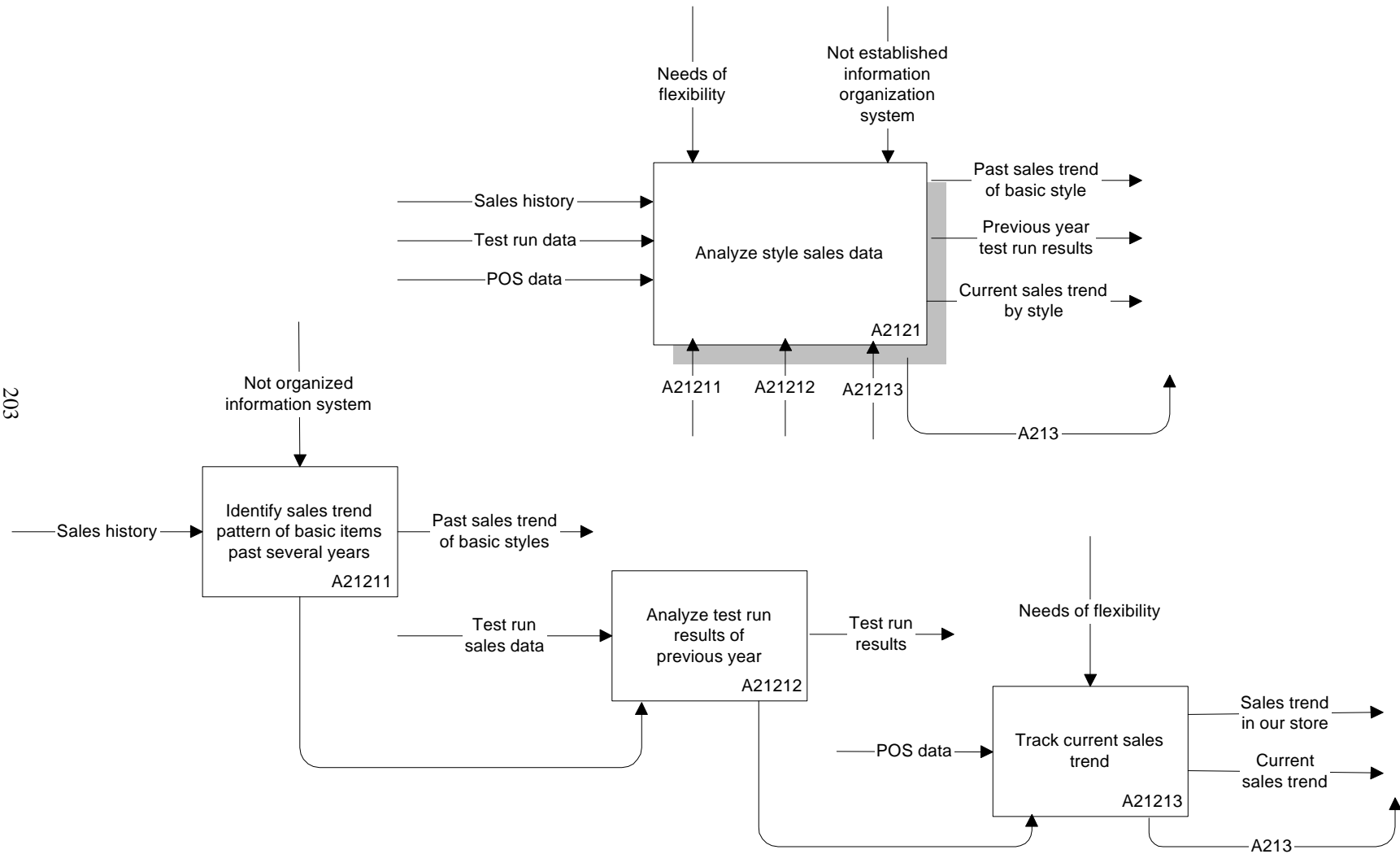


Figure 9-16. Assortment Planning Process: Style Information Search (A2121, A21211-A21212) (Continued)



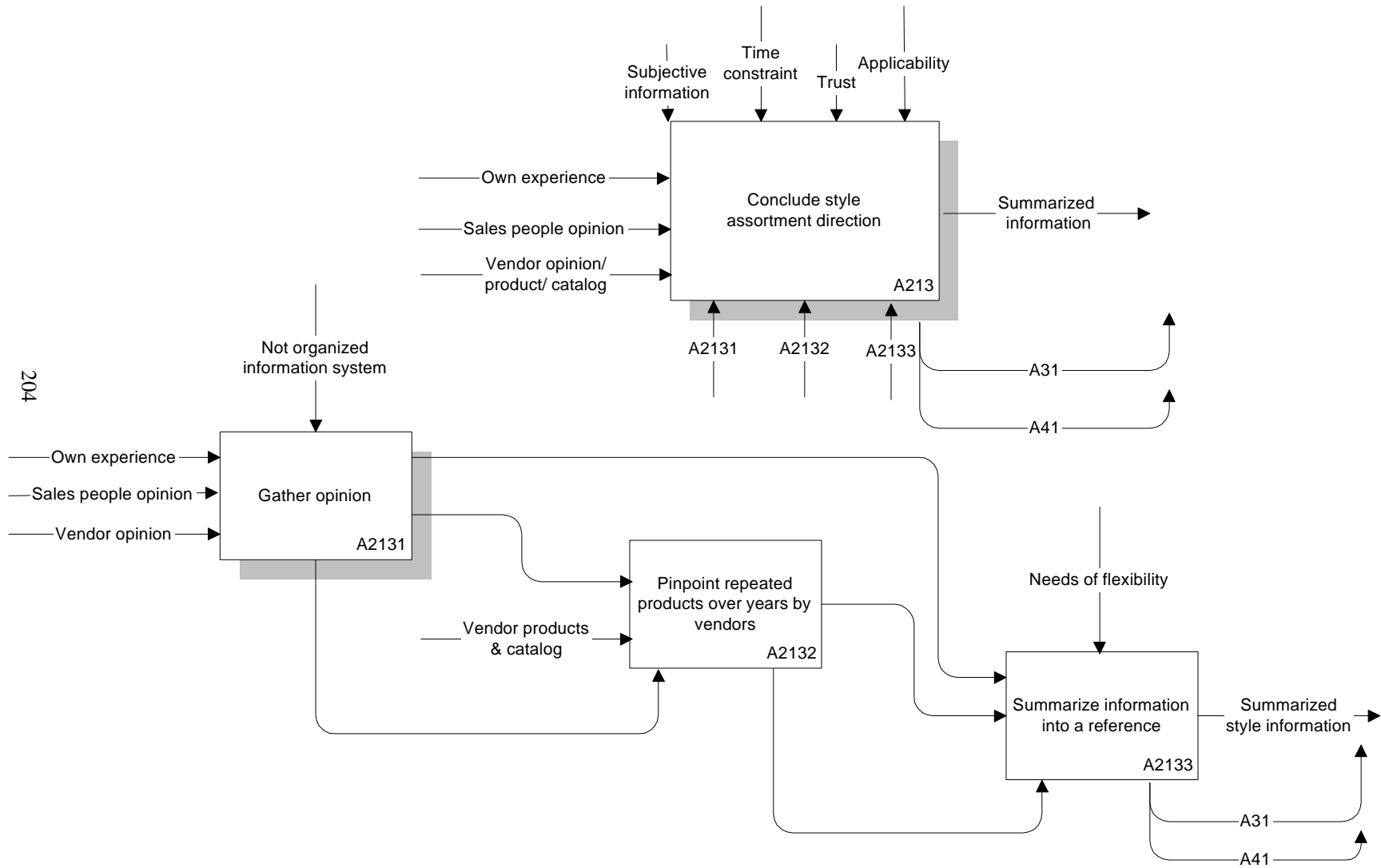
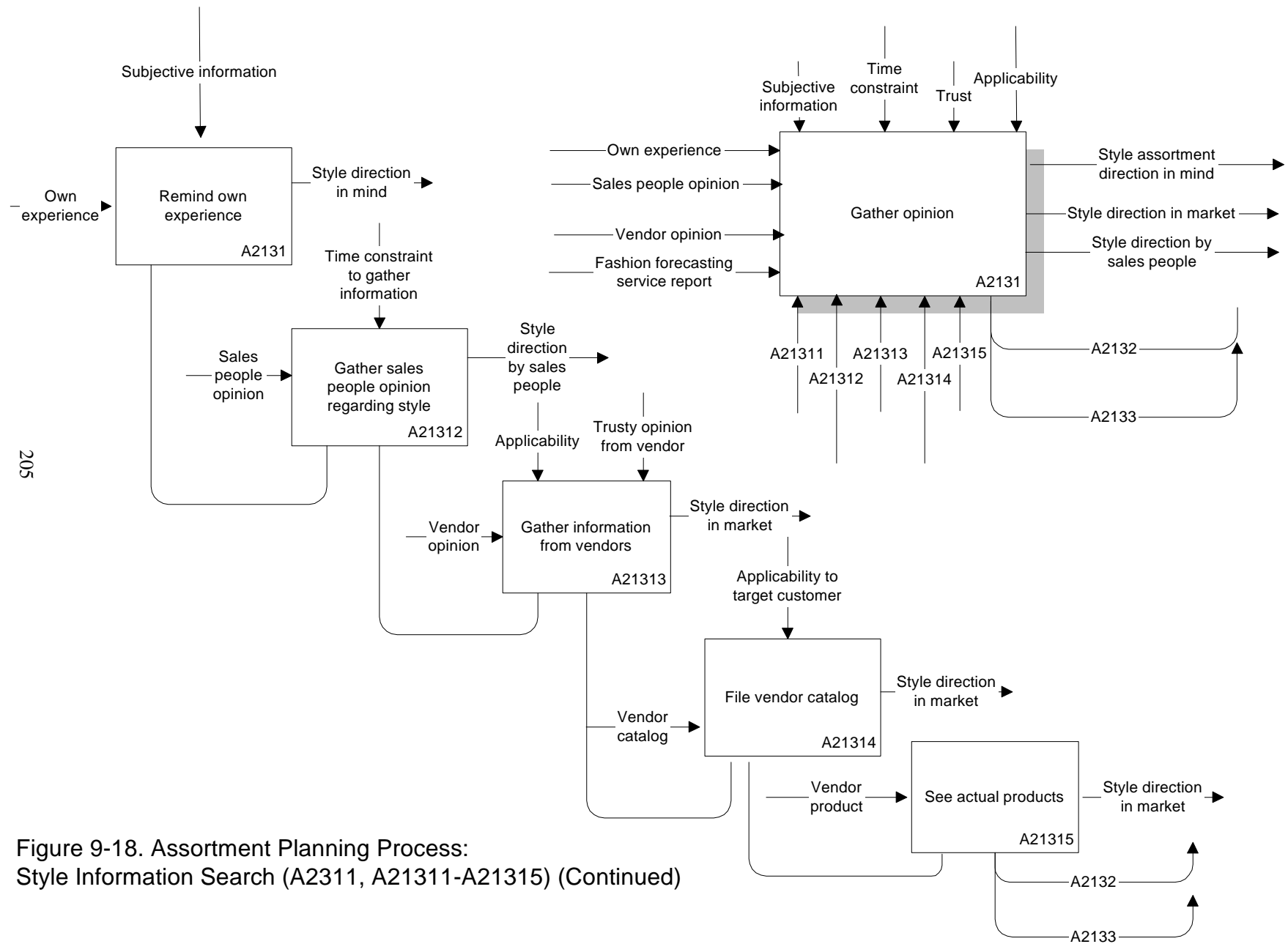
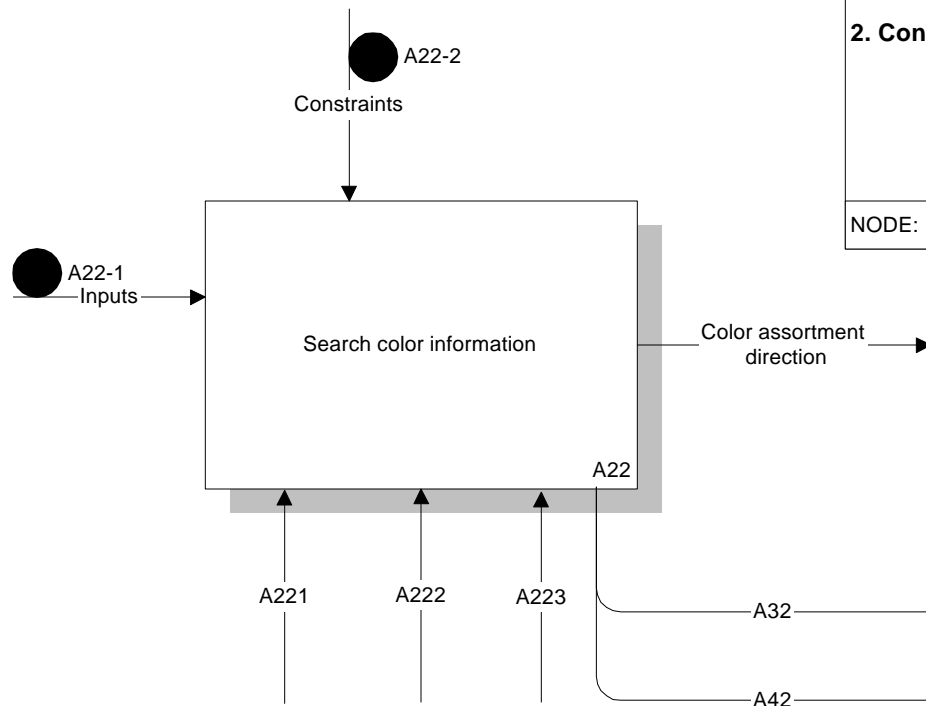


Figure 9-17. Assortment Planning Process: Style Information Search (A213, A2131-A2133) (Continued)





### 1. Inputs of Color Information Search

- Problem recognition output regarding color
- Target market characteristics
- Customer's request
- Sales history/ POS data/ Test run data
- Own experience
- Own sales people opinion
- Vendor's opinion/ show room/ catalog
- Product in market
- Repeated colors by vendors in market
- Color forecasting services
- Publication
- Fashion show/ Better market Colors
- Competitor's products
- Street trend.

### 2. Constraints of Color Information Search

- Difficult to know target customers' preference
- Vendor's limited color selection
- Reliability of customer request data
- Not established information-organization system

NODE:	A22	TITLE:	Color Information Search	NO.:	1 & 2
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Figure 9-19. Assortment Planning Model: Color Information Search A22 Diagram

<b>1. Note A222</b> For all big companies, color sales analysis is done by Inventory Control Department as using computer program.			
NODE:	A222	TITLE:	Color information from past & current sales
NO.:	1		

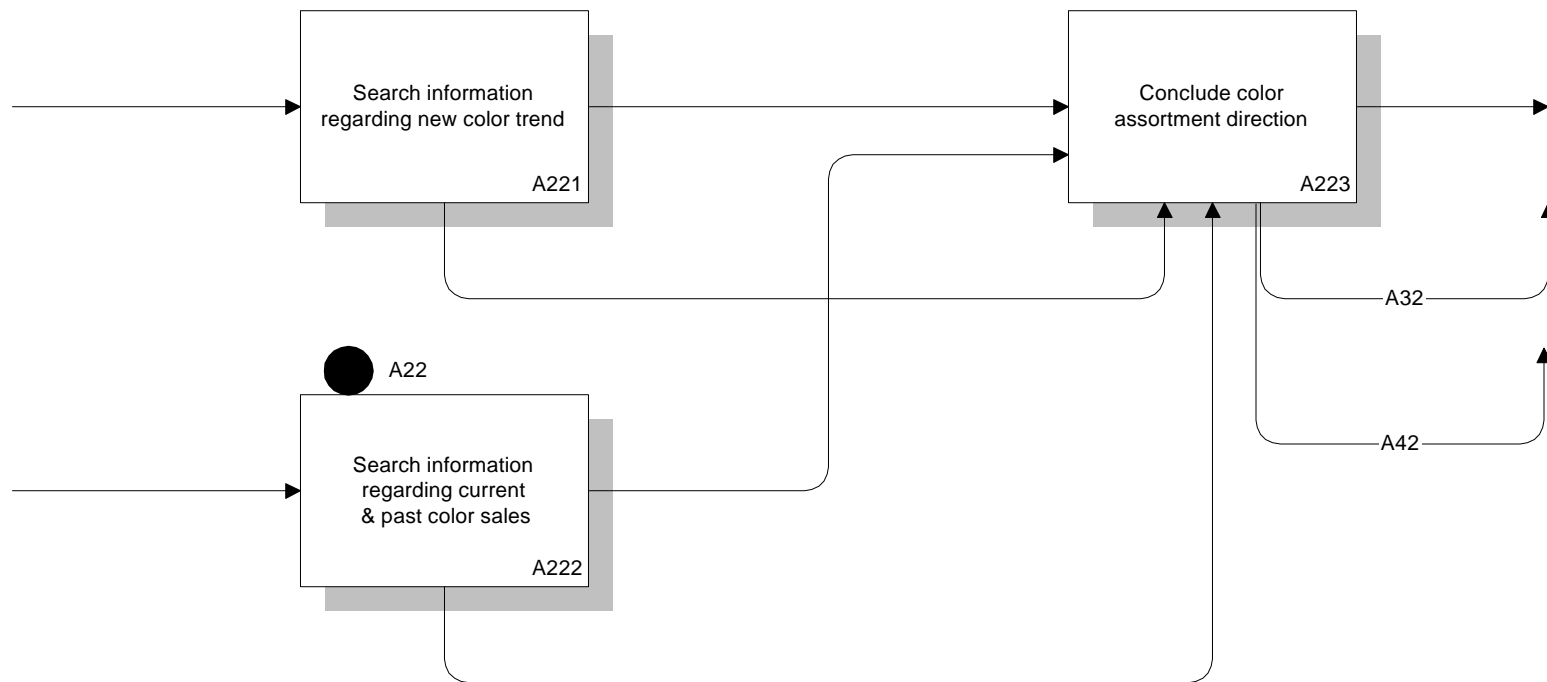


Figure 9-20. Assortment Planning Model: Color Information Search Process (A221-A223) Diagram

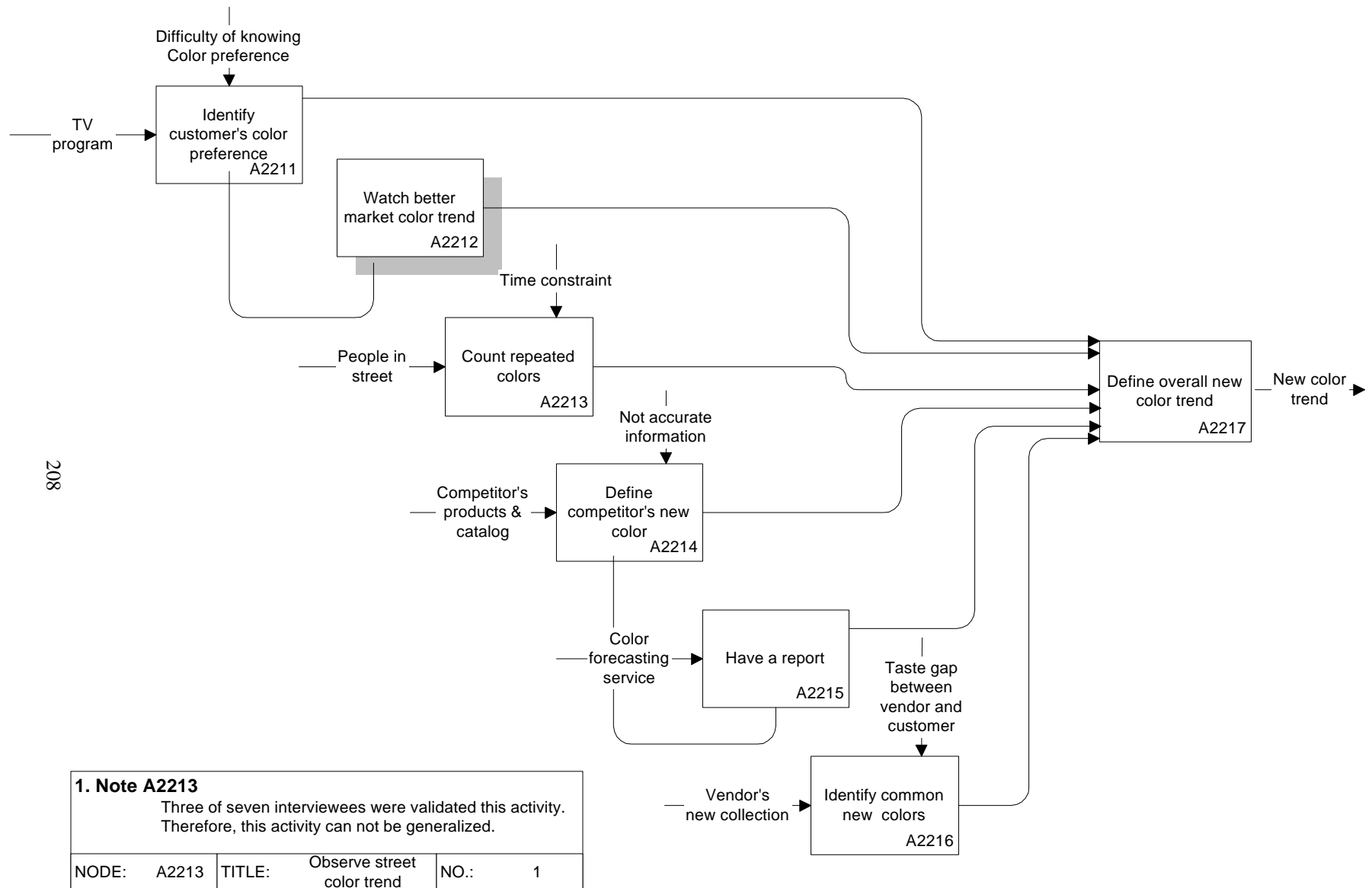


Figure 9-21. Assortment Planning Model: Color Information Search (A2211-A2217) (Continued)

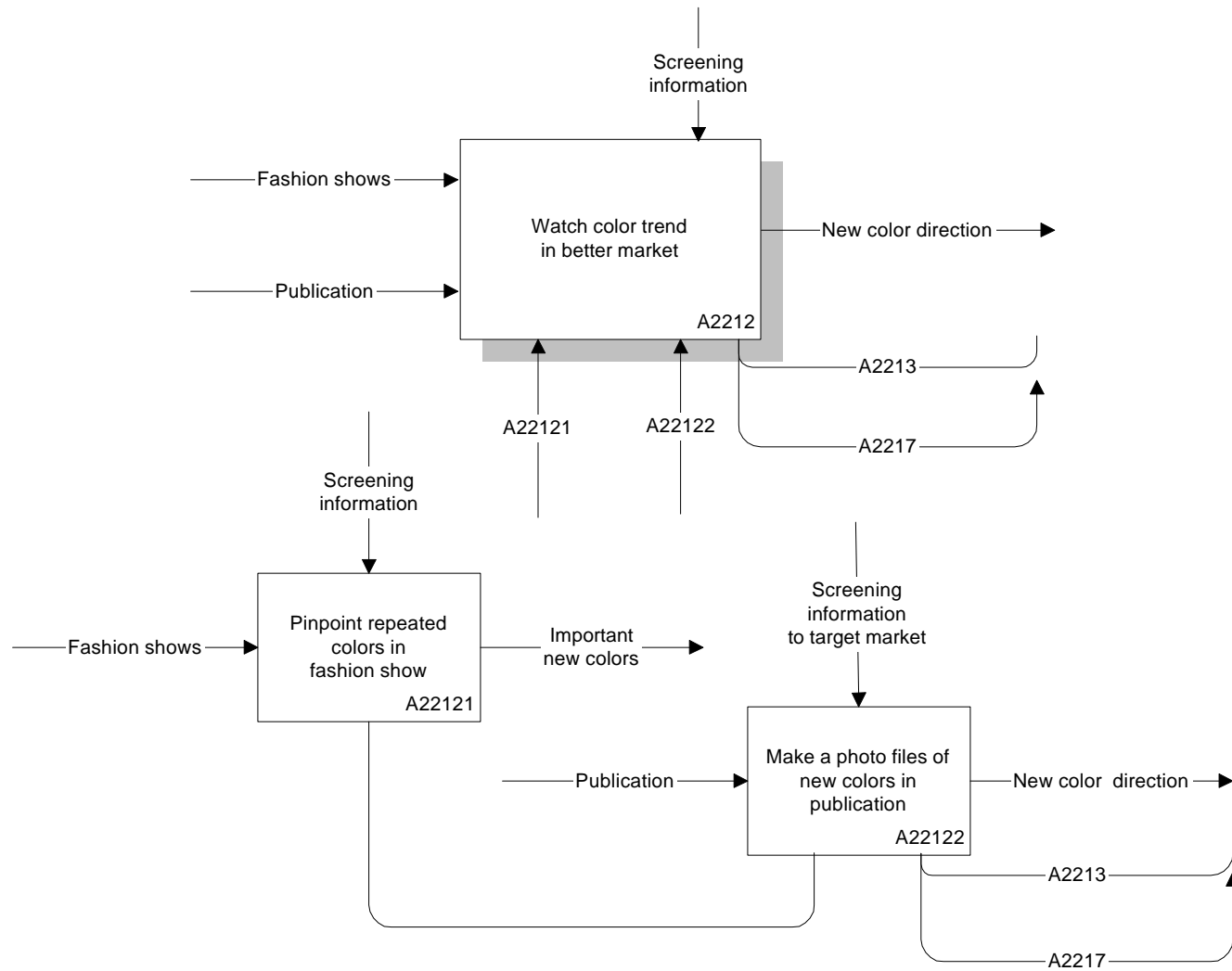


Figure 9-22. Assortment Planning Process: Color Information Search (A2212, A22121-A22122) (Continued)

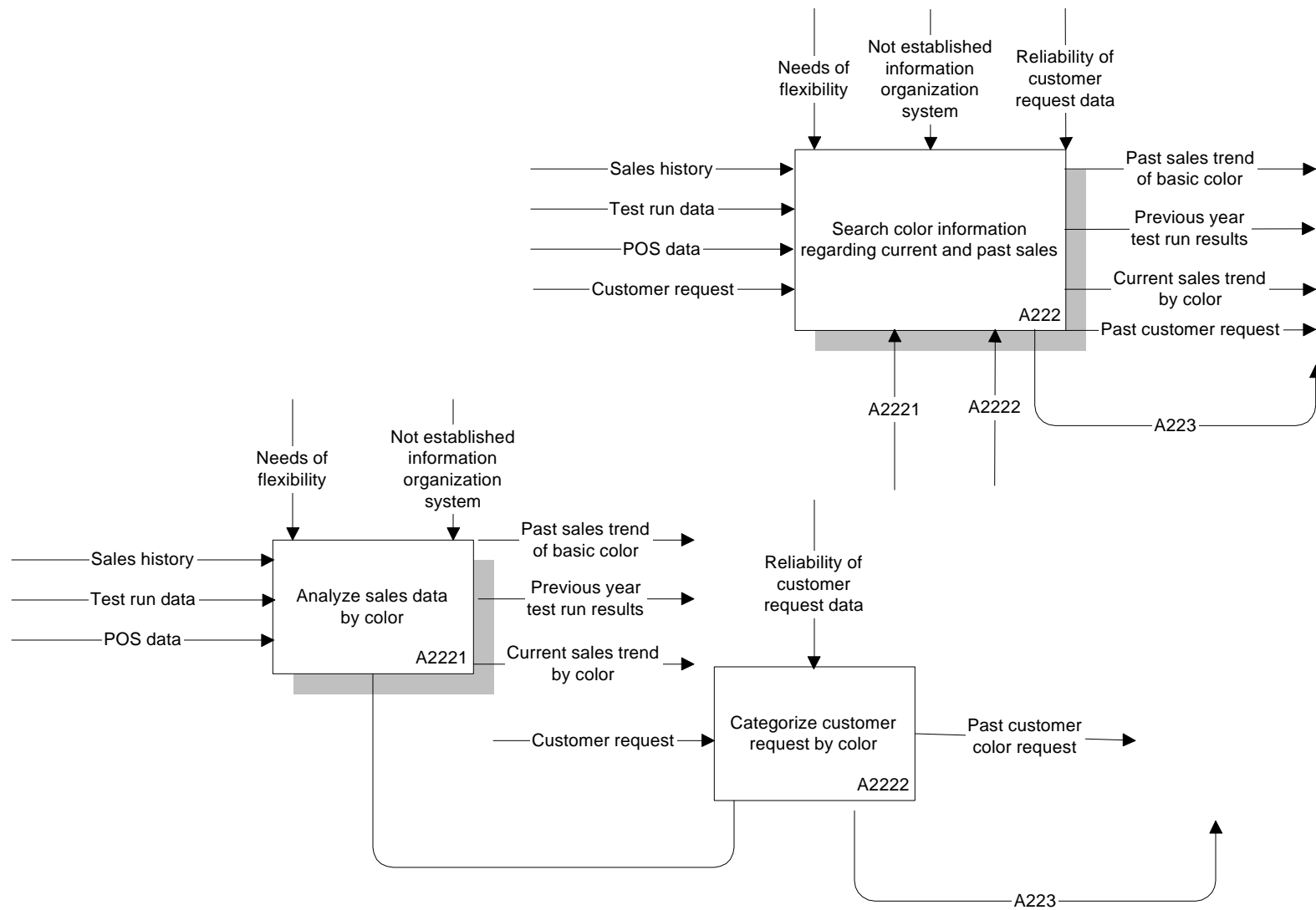


Figure 9-23. Assortment Planning Process: Color Information Search (A222, A2221-A2222) (Continued)

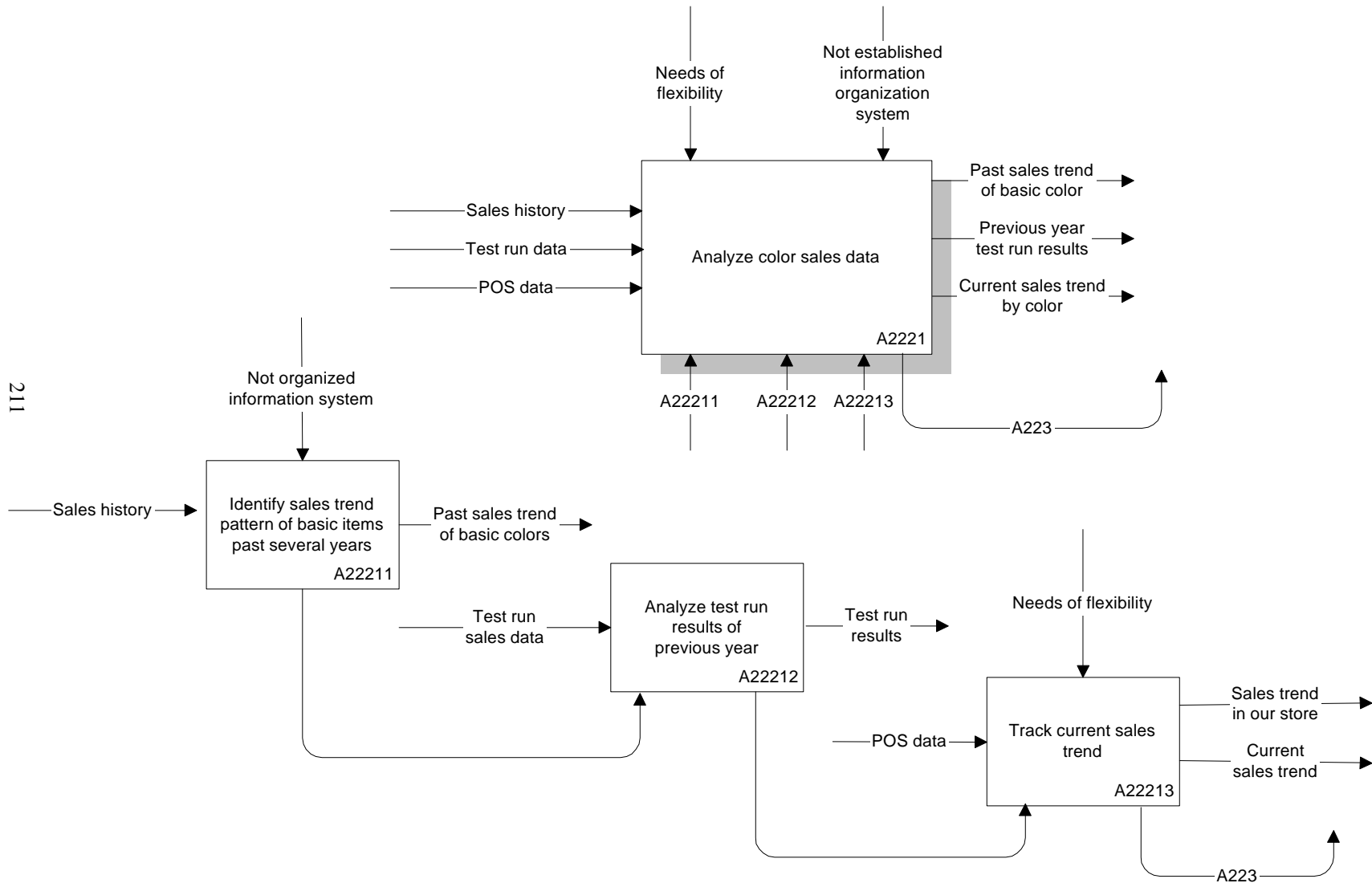


Figure 9-24. Assortment Planning Process: Color Information Search (A2221, A22211-A22212) (Continued)



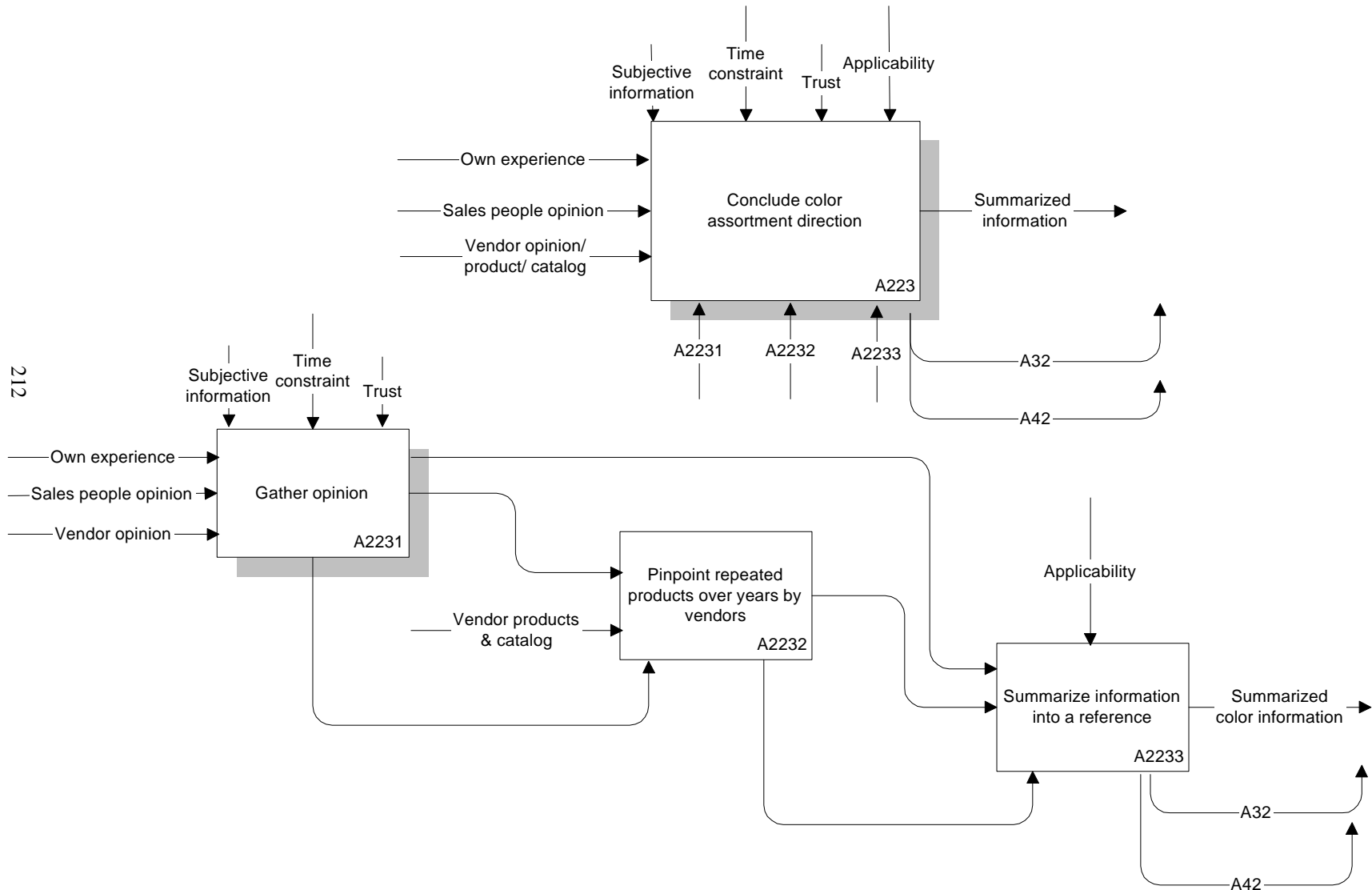
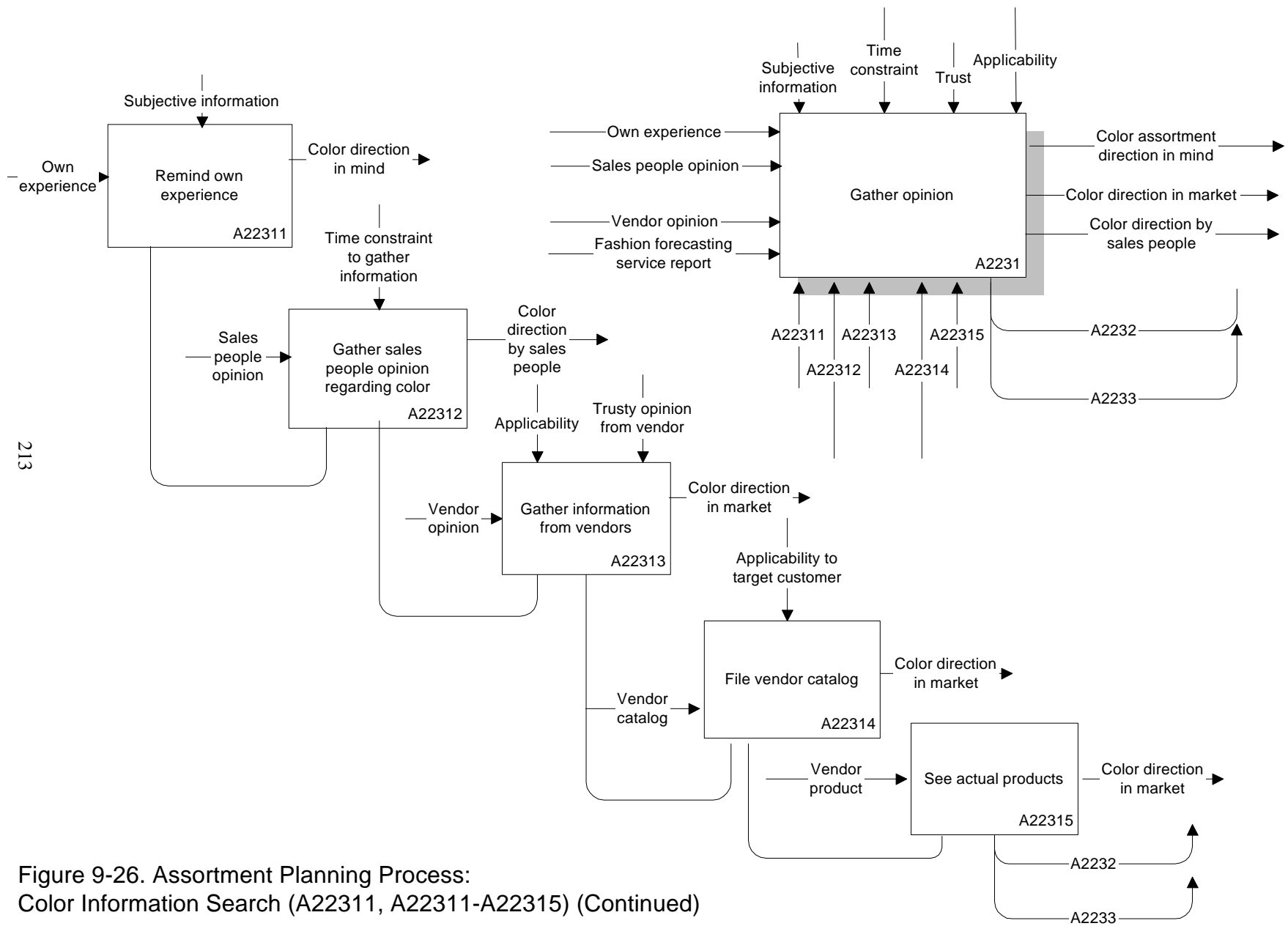
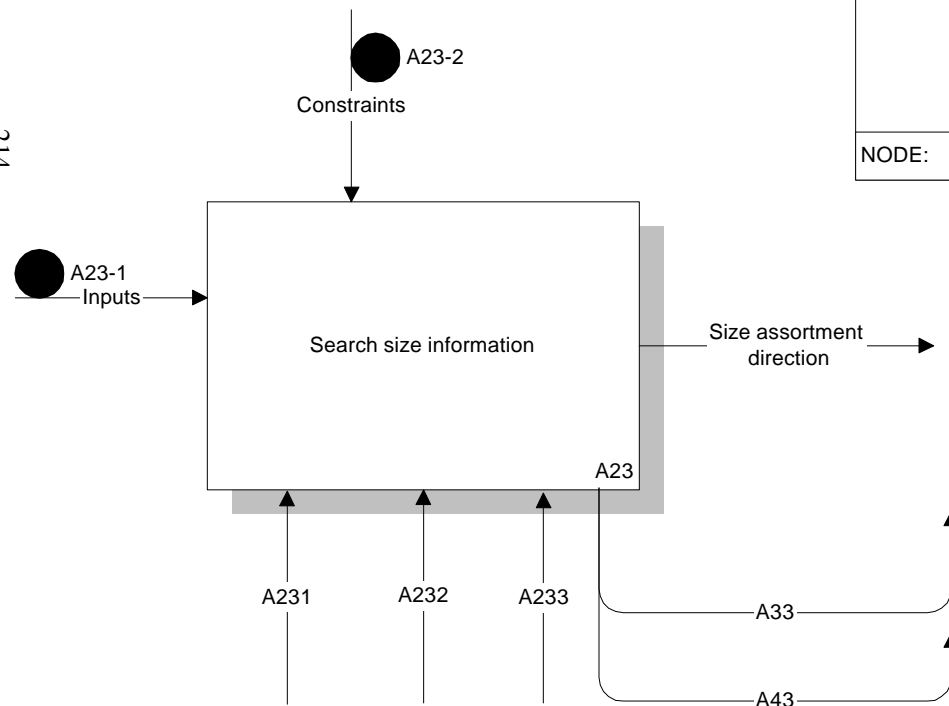


Figure 9-25. Assortment Planning Process: Color Information Search (A223, A2231-A2233) (Continued)





### 1. Inputs of Size Information Search

- Target market characteristics (Ethnicity & Age).
- Size sales history
- POS data regarding sizes
- Customer request
- Own experience
- Own 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:	A23	TITLE:	Search Size Information	NO.:	1 & 2
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Figure 9-27. Assortment Planning Model: Size Information Search (A23) Diagram

<b>1. Note, A222</b> For all big companies, size sales analysis is done by Inventory Control Department as using computer program in big companies.			
NODE:	A232	TITLE:	Size information from past & current sales
NO.:	1		

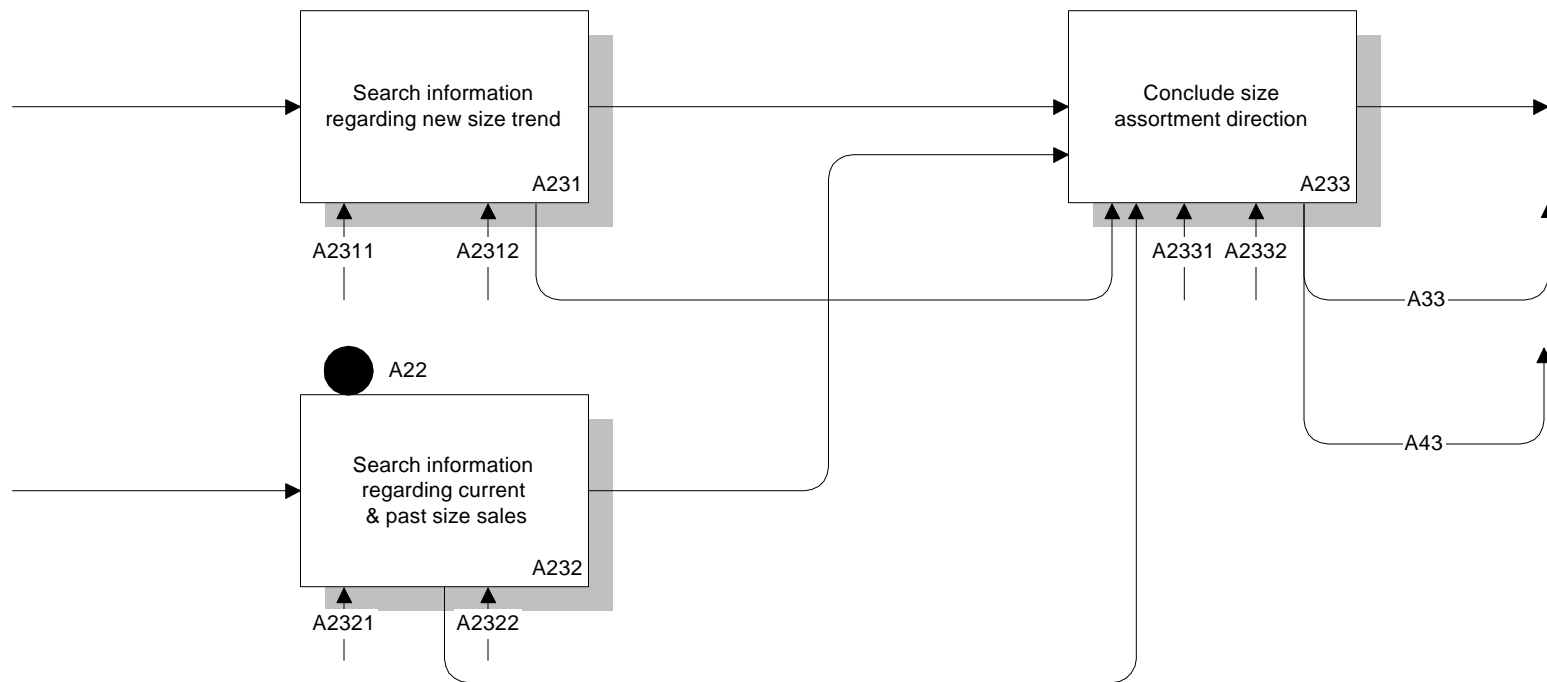
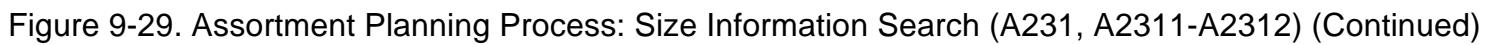


Figure 9-28. Assortment Planning Model: Size Information Search Process (A221-A223) Diagram



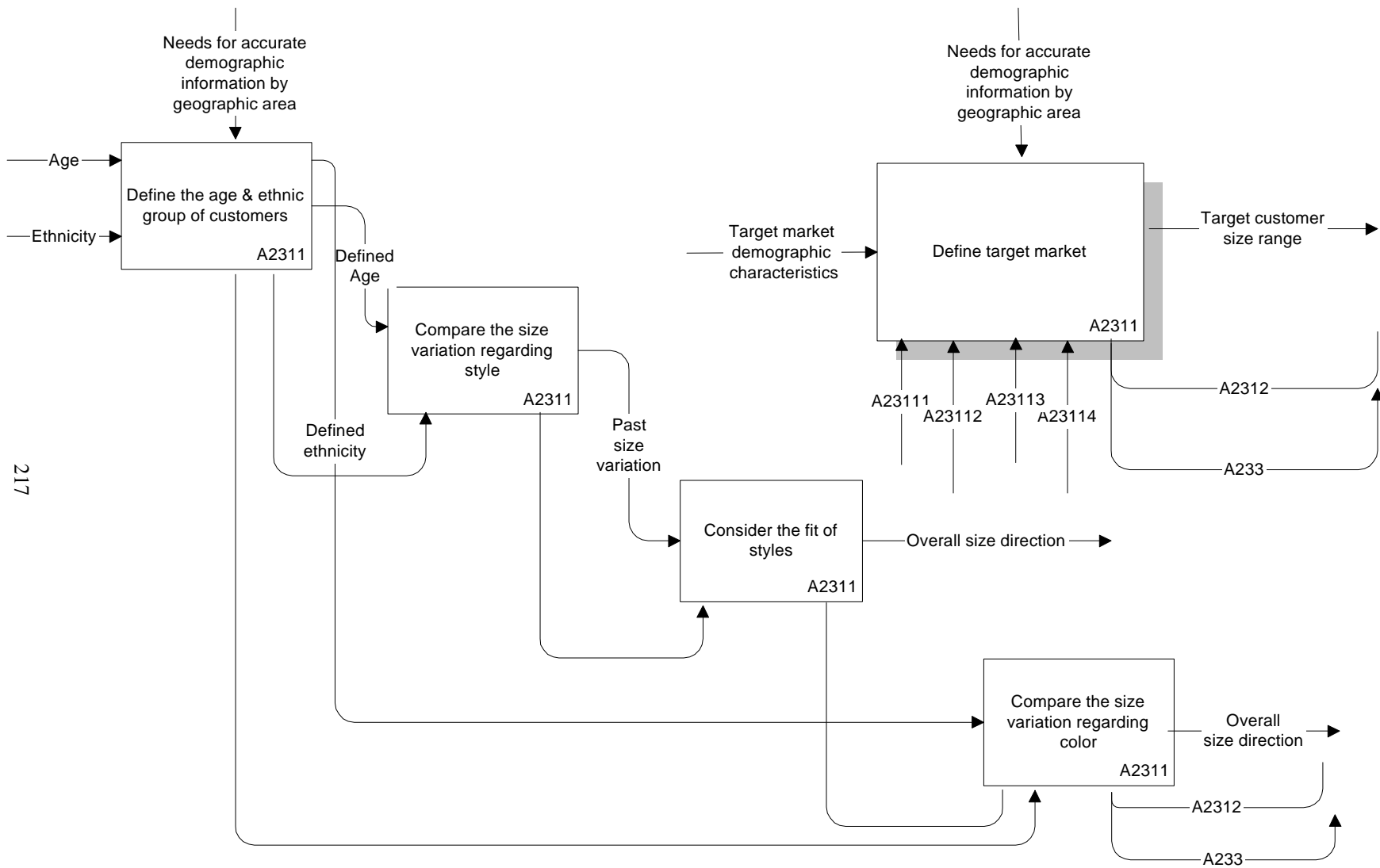


Figure 9-30. Assortment Planning Process: Size Information Search (A231, A2311-A2314) (Continued)

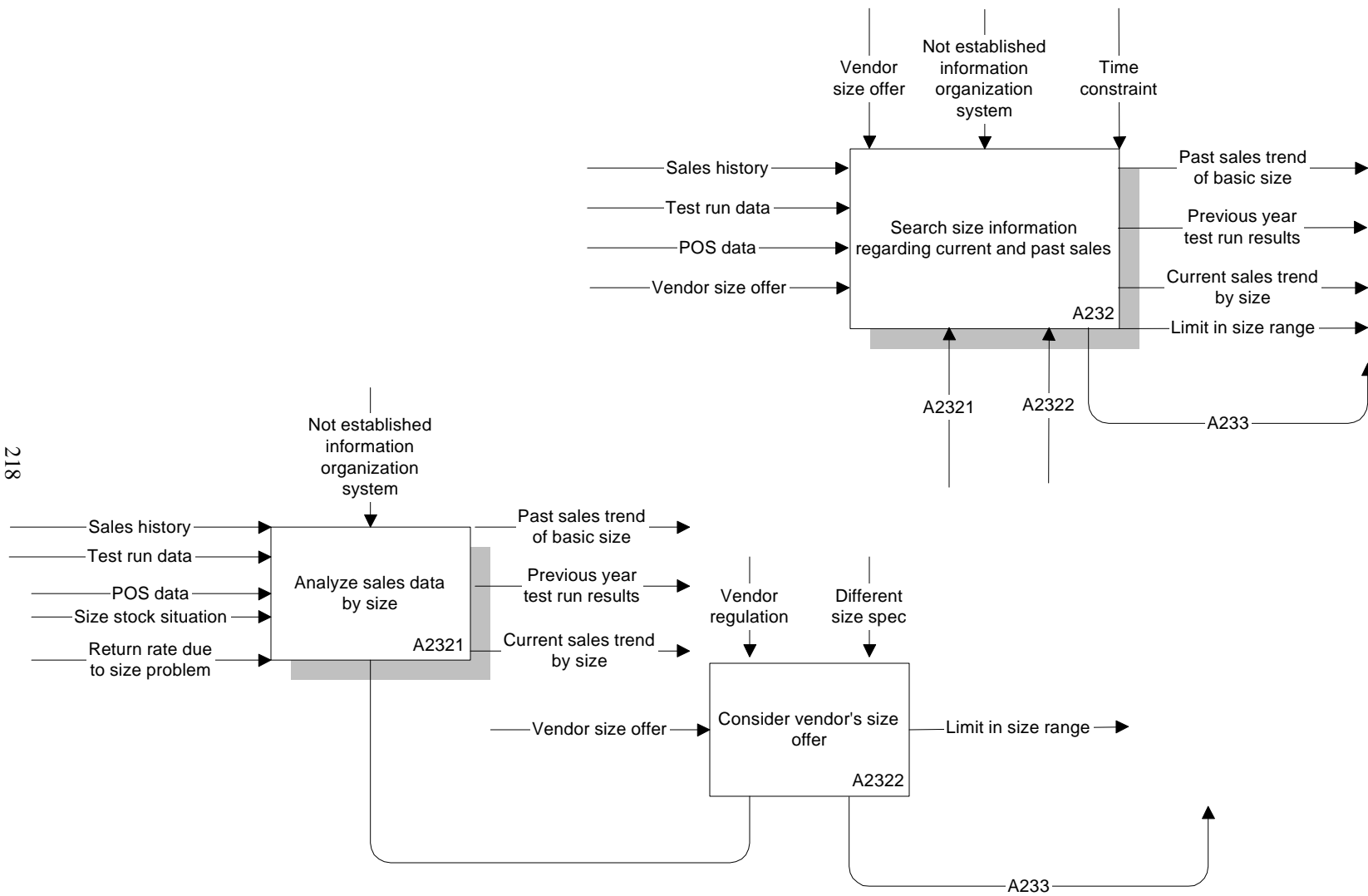


Figure 9-31. Assortment Planning Process: Size Information Search (A232, A2321-A2322) (Continued)

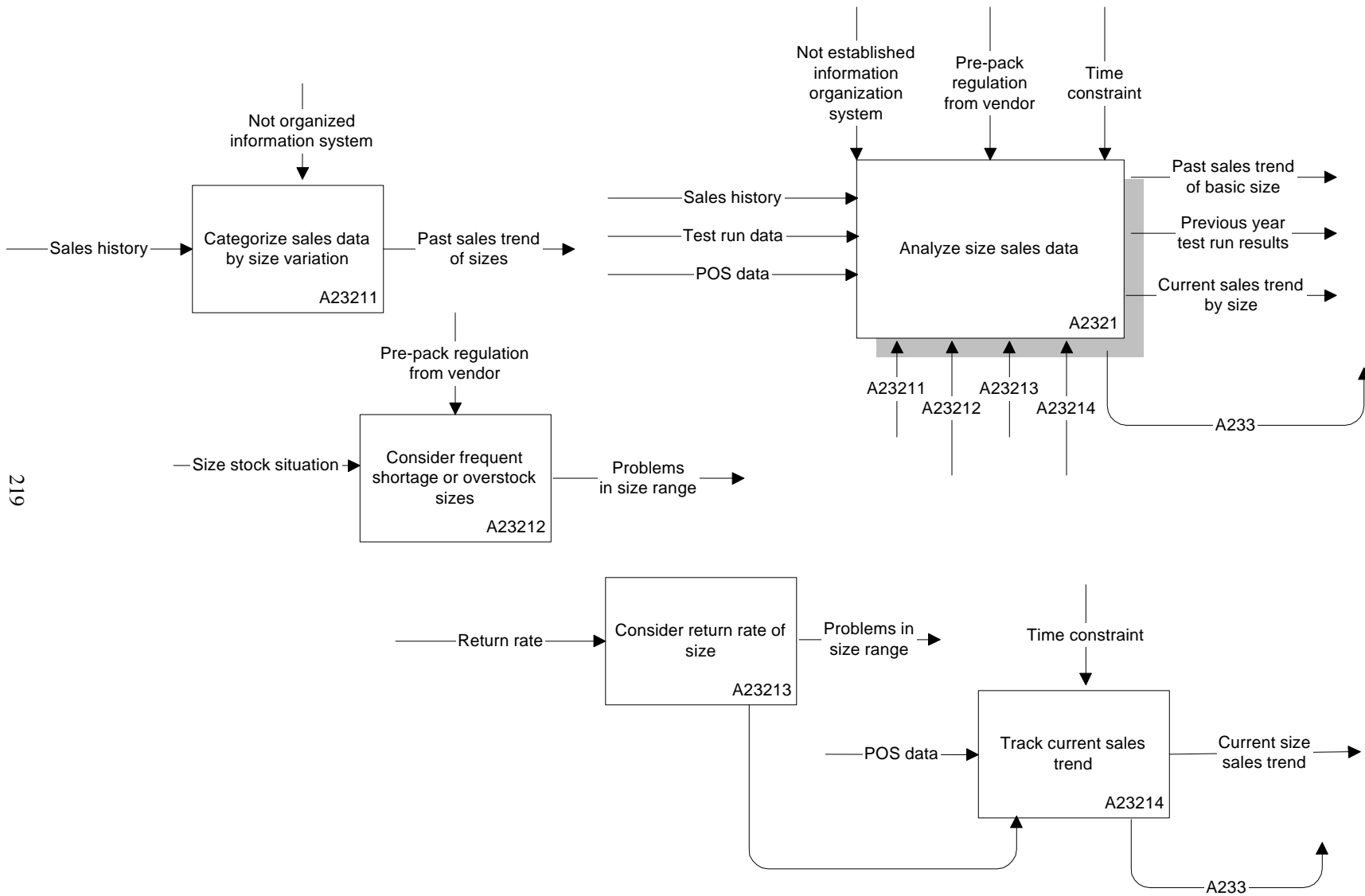


Figure 9-32. Assortment Planning Process: Size Information Search (A2321, A23211-A23214) (Continued)



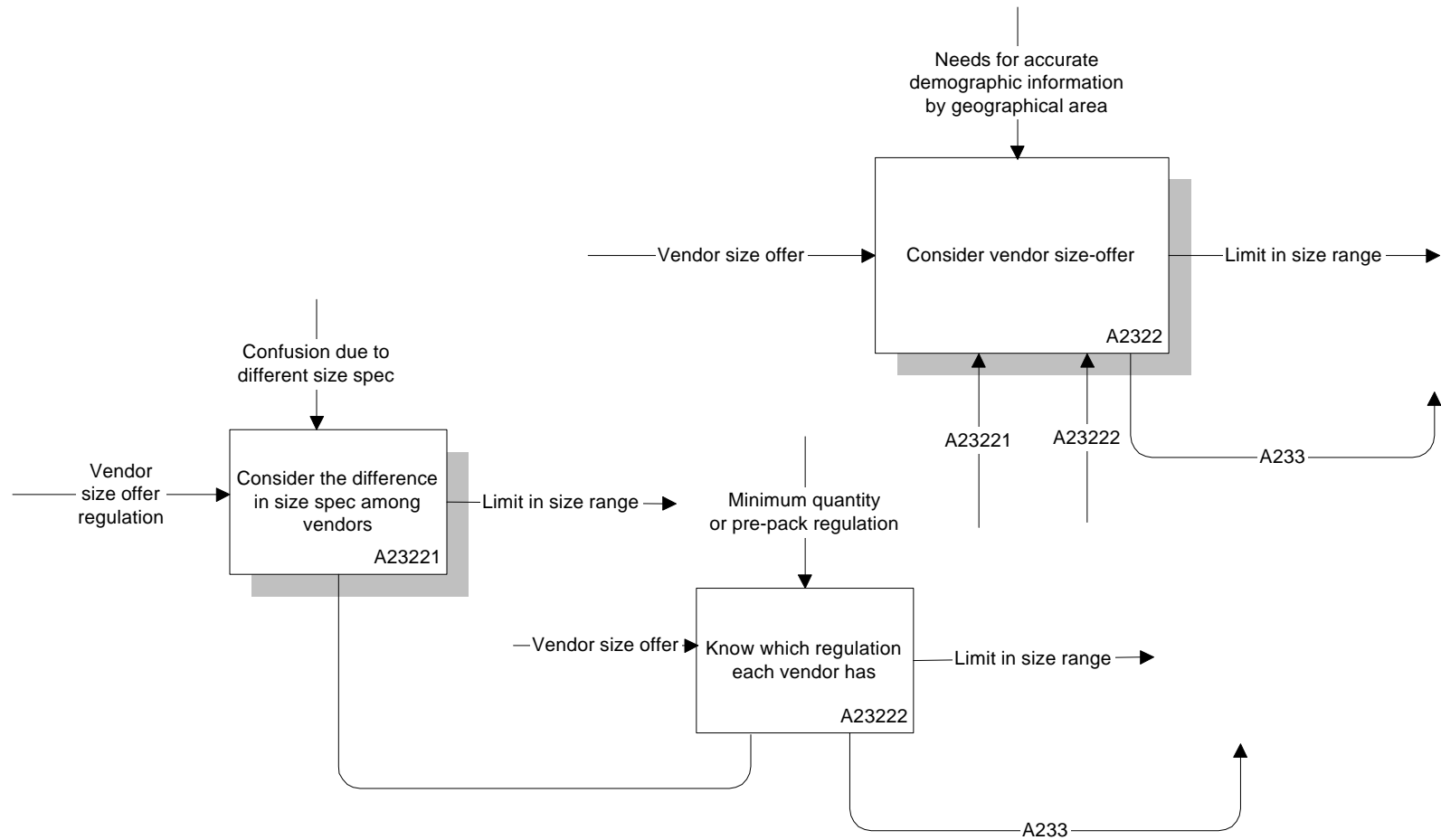


Figure 9-33. Assortment Planning Process: Size Information Search (A2322, A23221-A23222) (Continued)

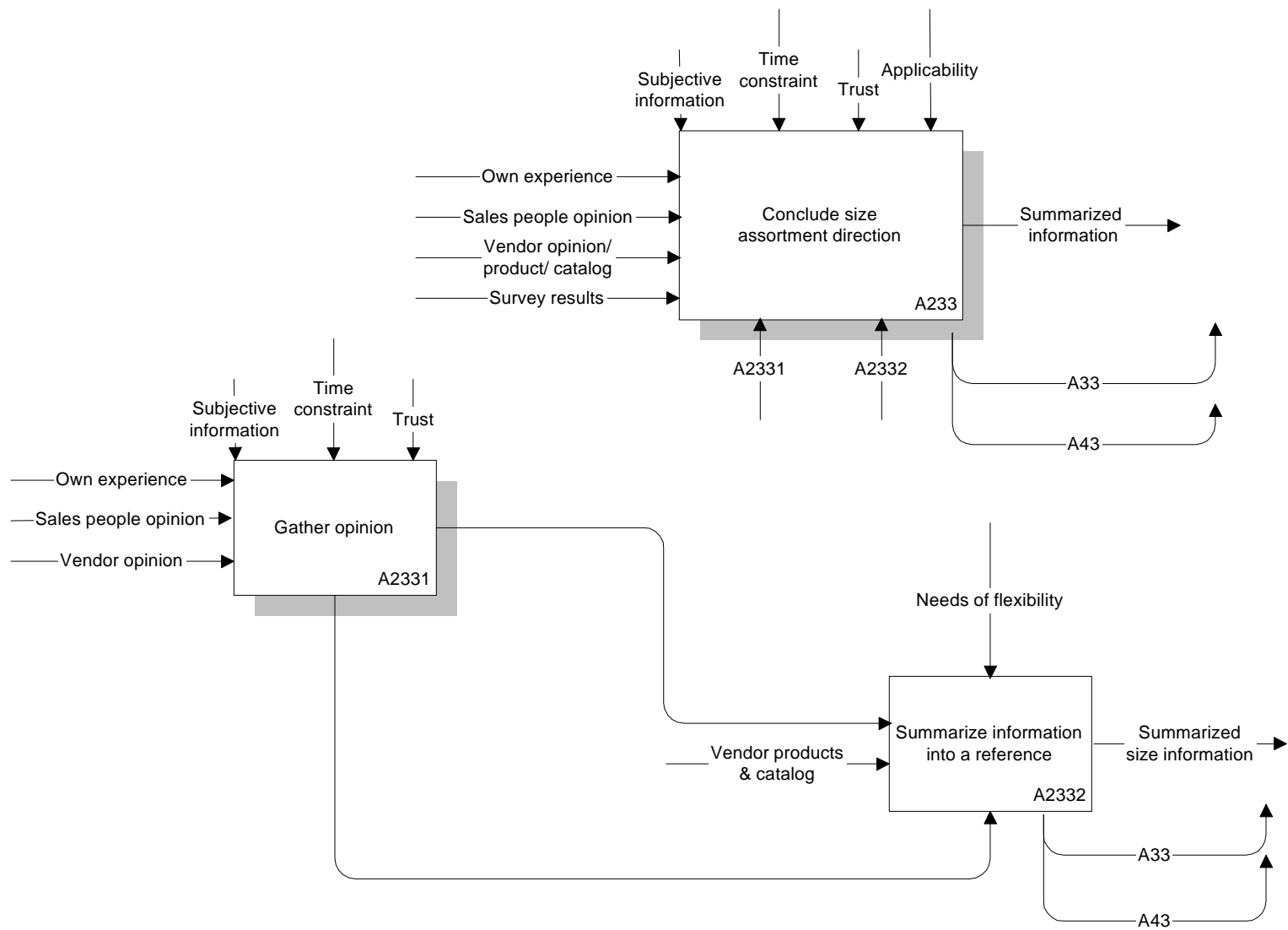


Figure 9-34. Assortment Planning Process: Size Information Search (A233, A2331-A2332) (Continued)

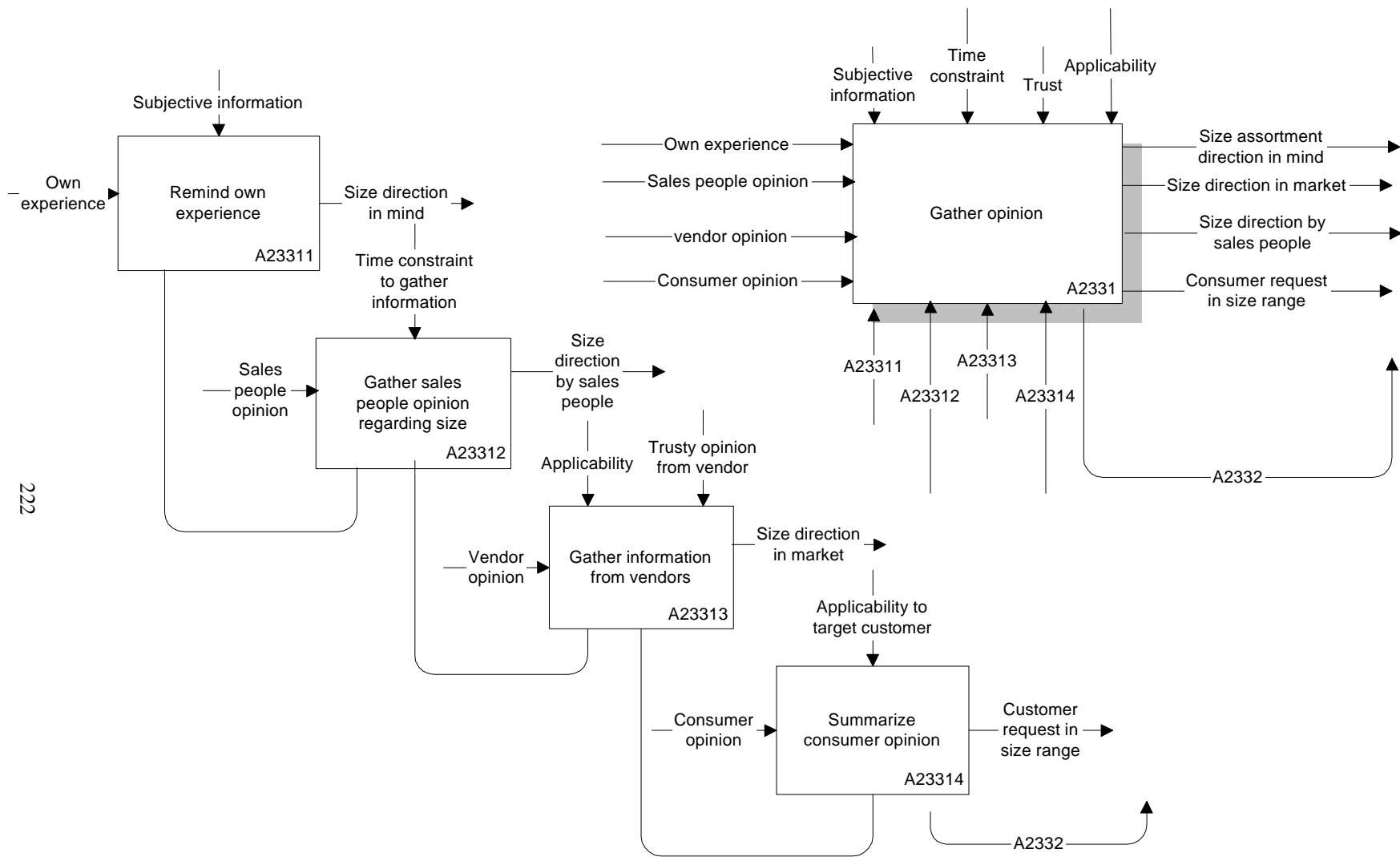


Figure 9-35. Assortment Planning Process: Size Information Search (A2331, A23311-A23315) (Continued)

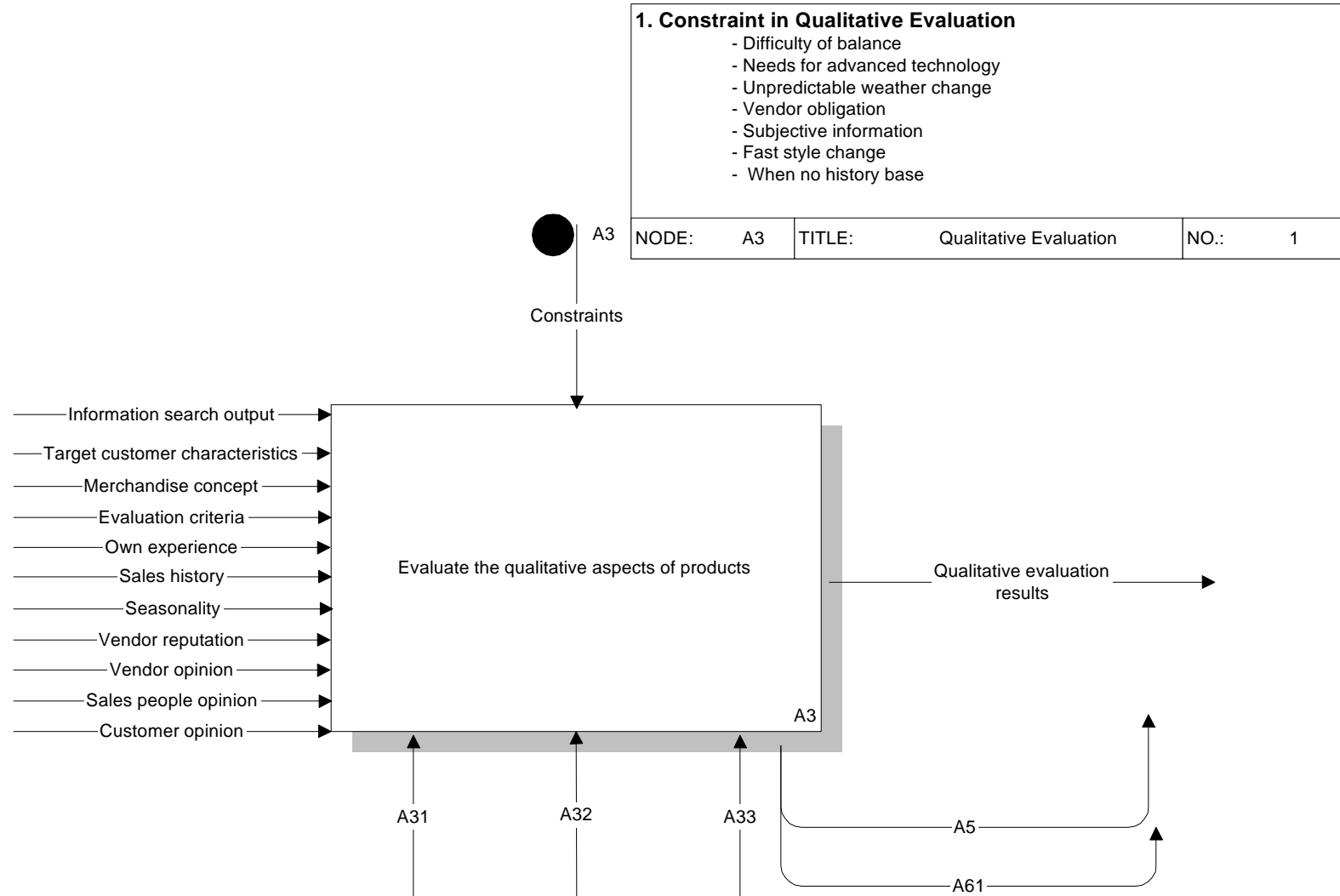


Figure 9-36. Assortment Planning Model: Qualitative Evaluation (A3) (Continued)

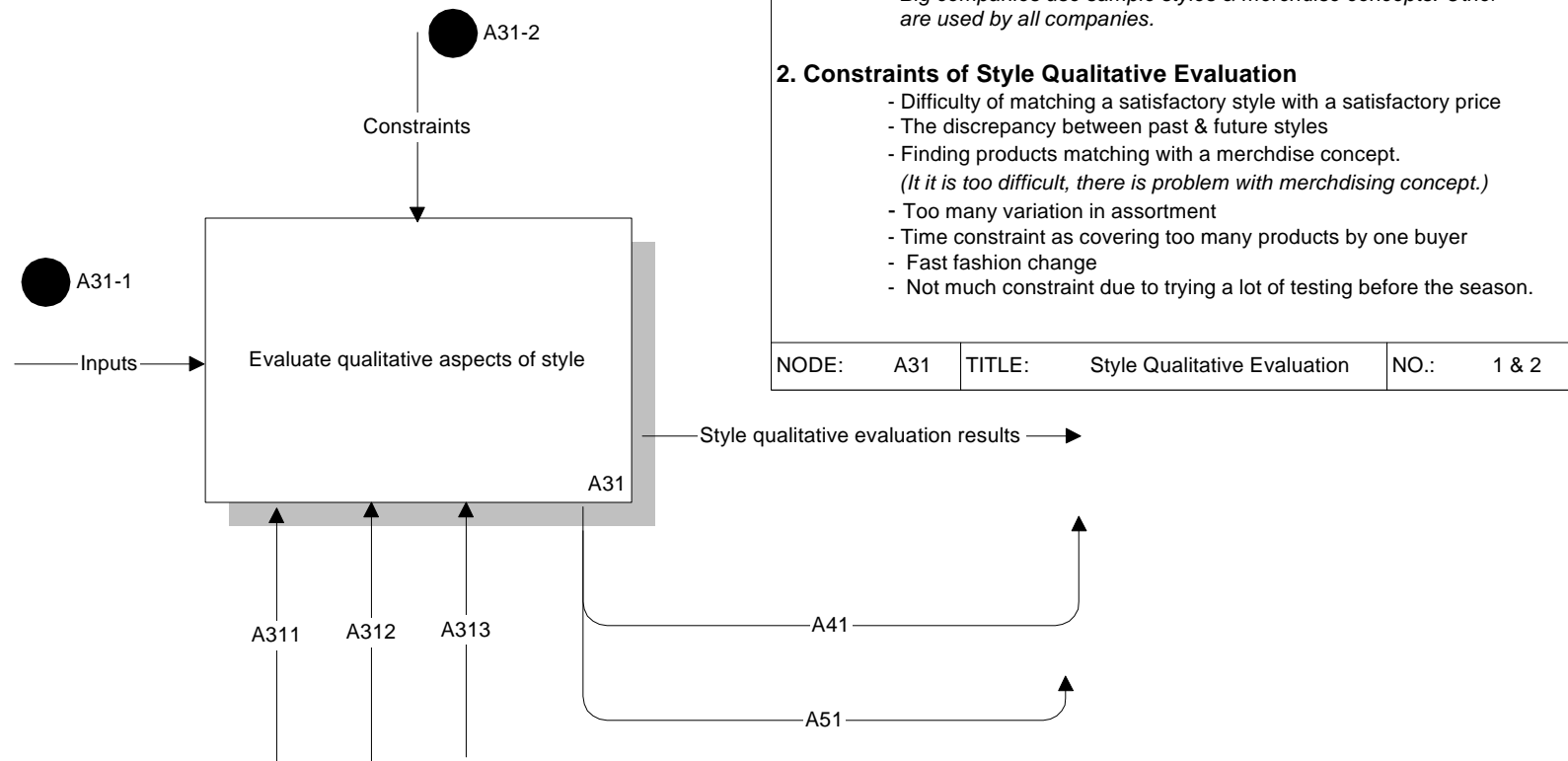


Figure 9-37. Assortment Planning Model: Style Qualitative Evaluation (A31) Diagram

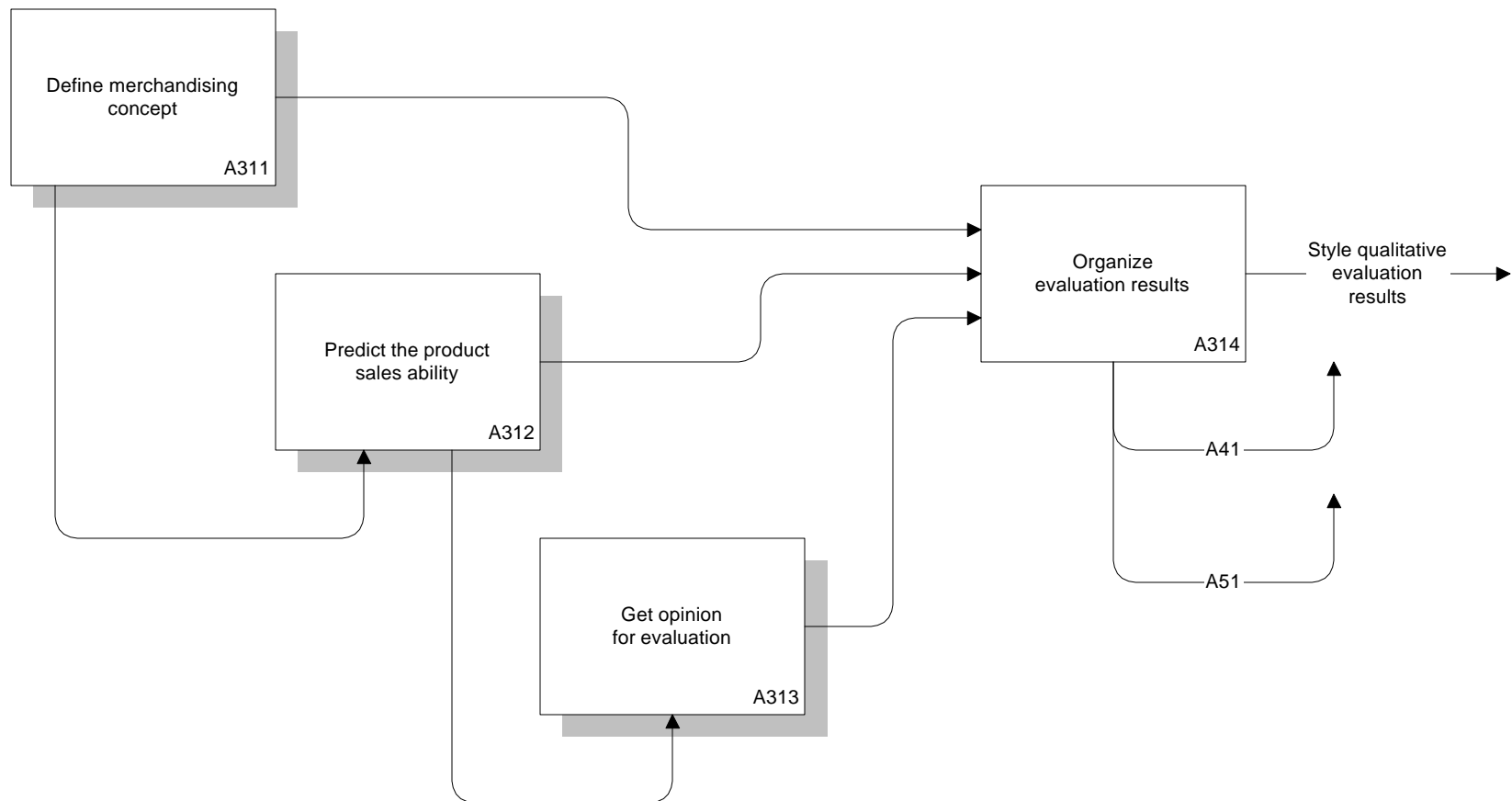


Figure 9-38. Assortment Planning Model: Style Qualitative Evaluation Process (A311- A314)

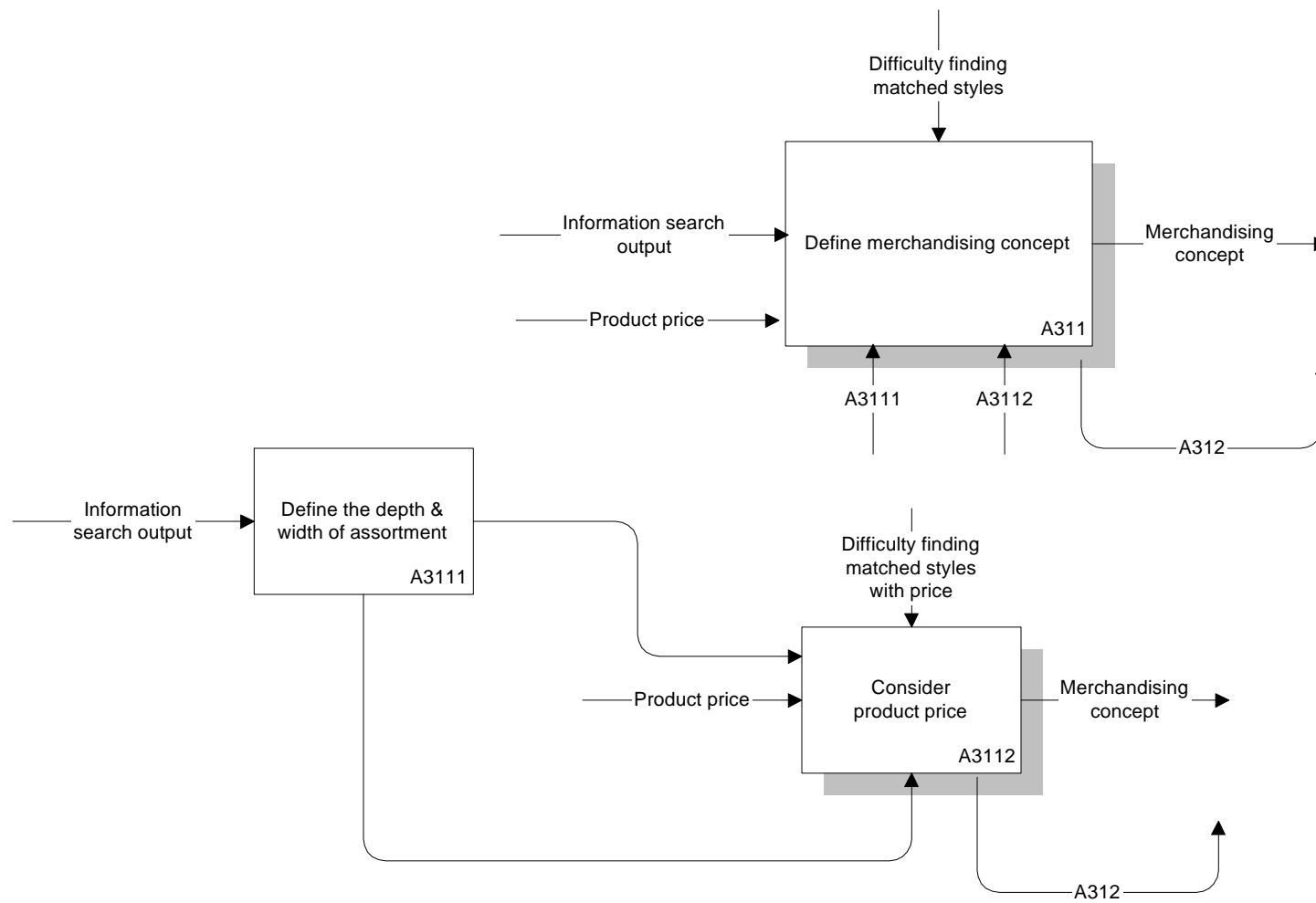


Figure 9-39. Assortment Planning Model: Style Qualitative Evaluation (A311, A3111- A3112) (Continued)

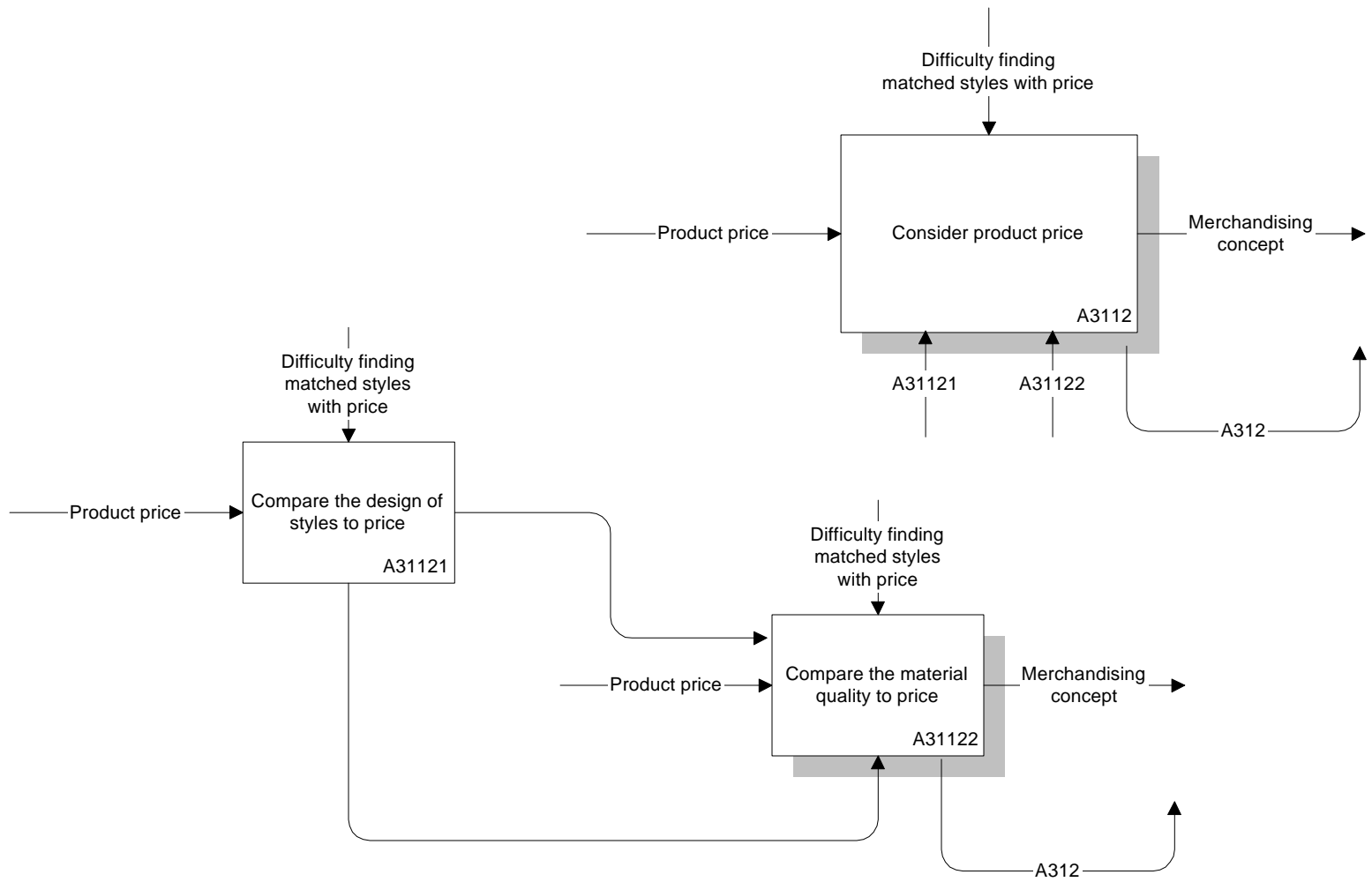


Figure 9-40. Assortment Planning Model: Style Qualitative Evaluation (A3112, A31121- A31122) (Continued)



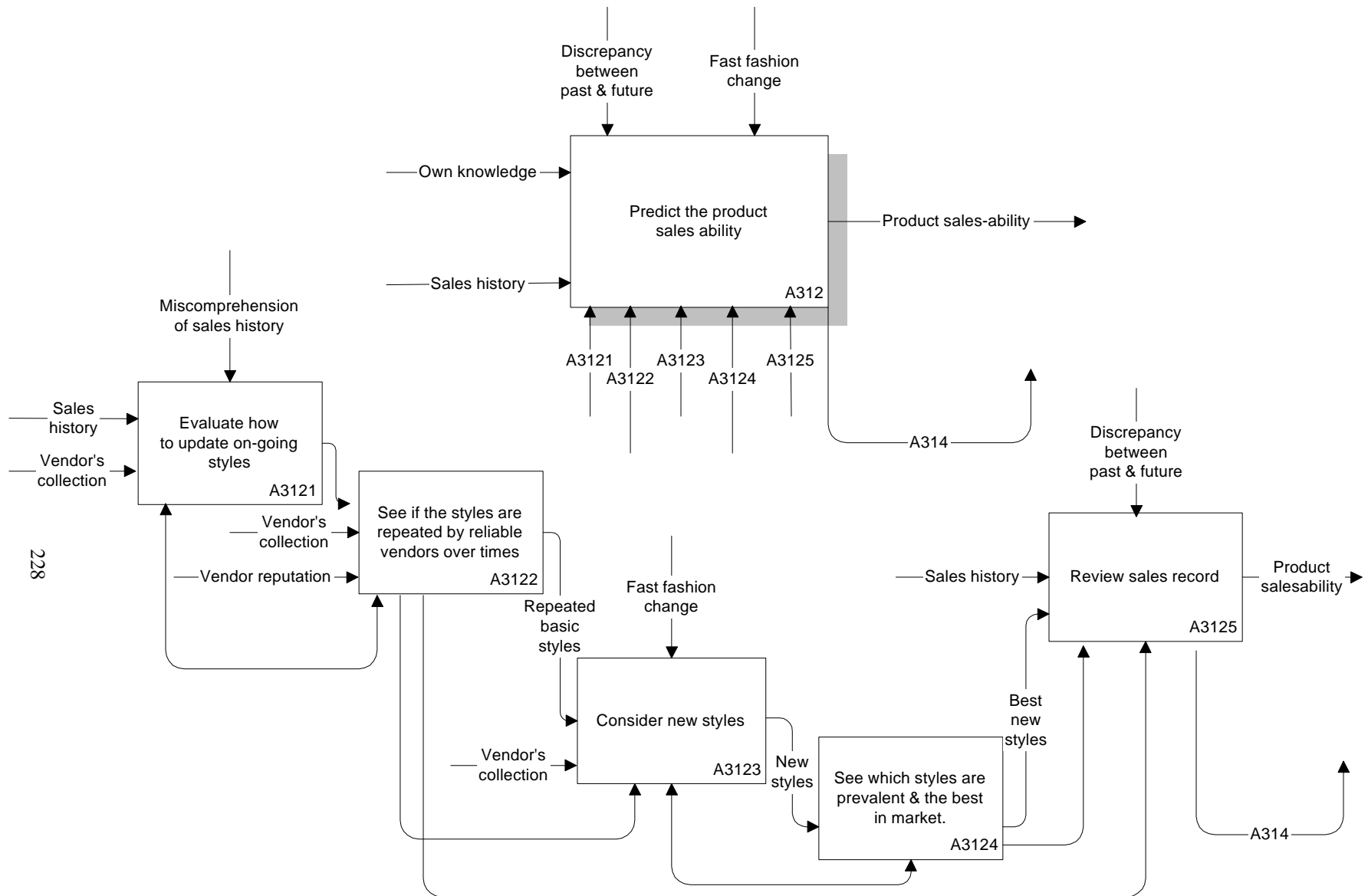


Figure 9-41. Assortment Planning Process: Style Qualitative Evaluation (A312, A3121-A3125) (Continued)

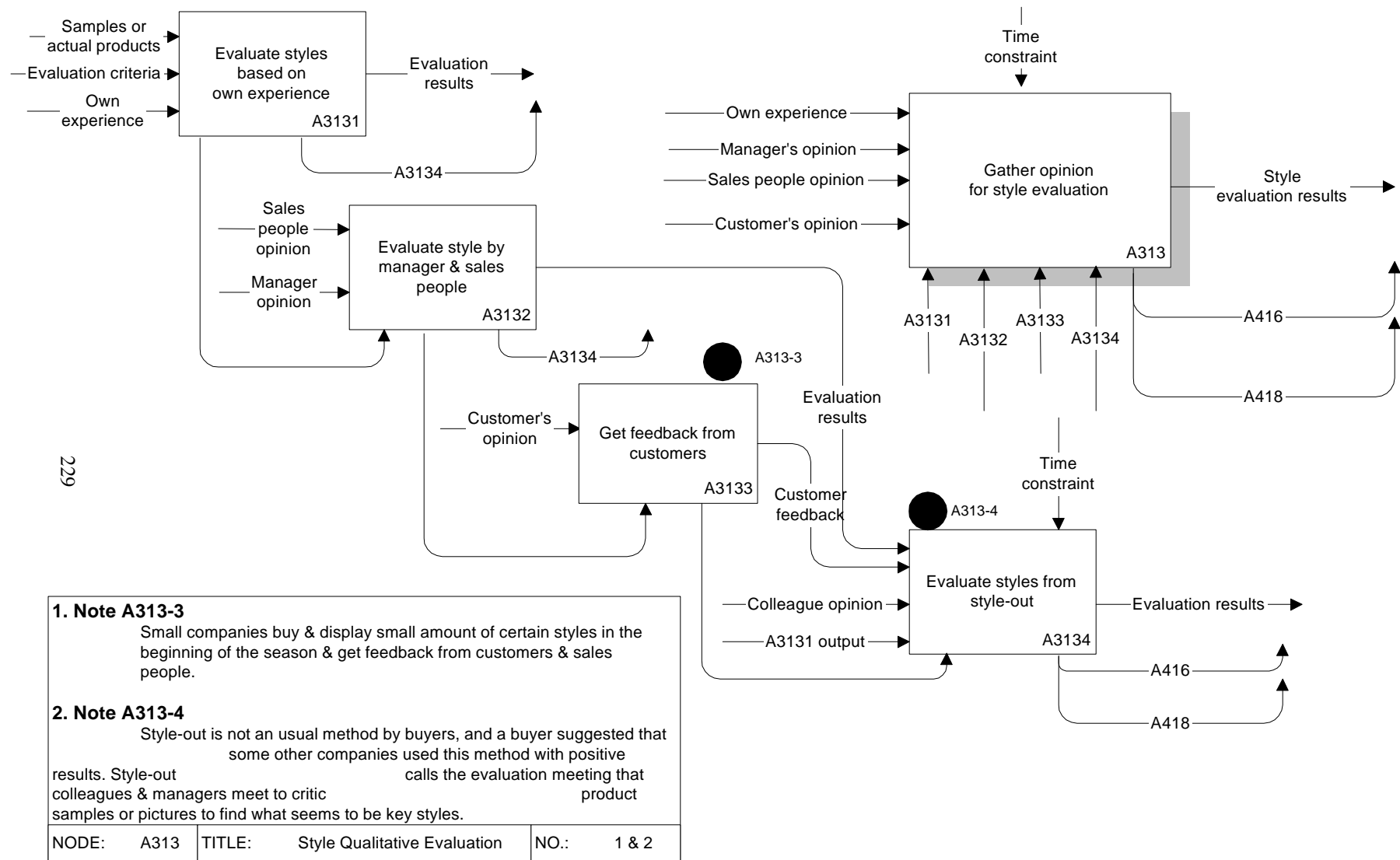


Figure 9-42. Assortment Planning Process: Style Qualitative Evaluation (A313, A3131-A3134) (Continued)

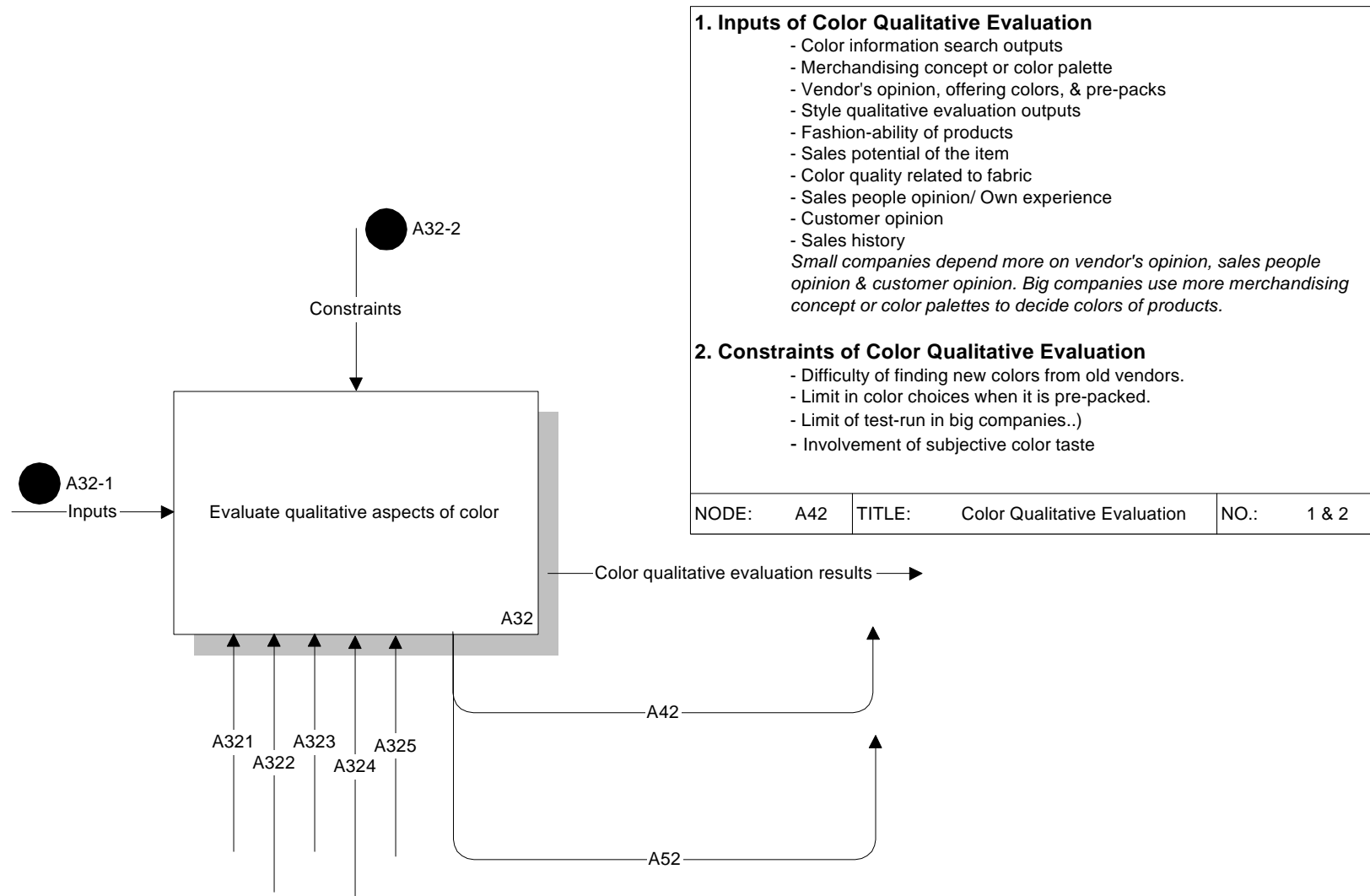


Figure 9-43. Assortment Planning Model: Color Qualitative Evaluation (A32) Diagram

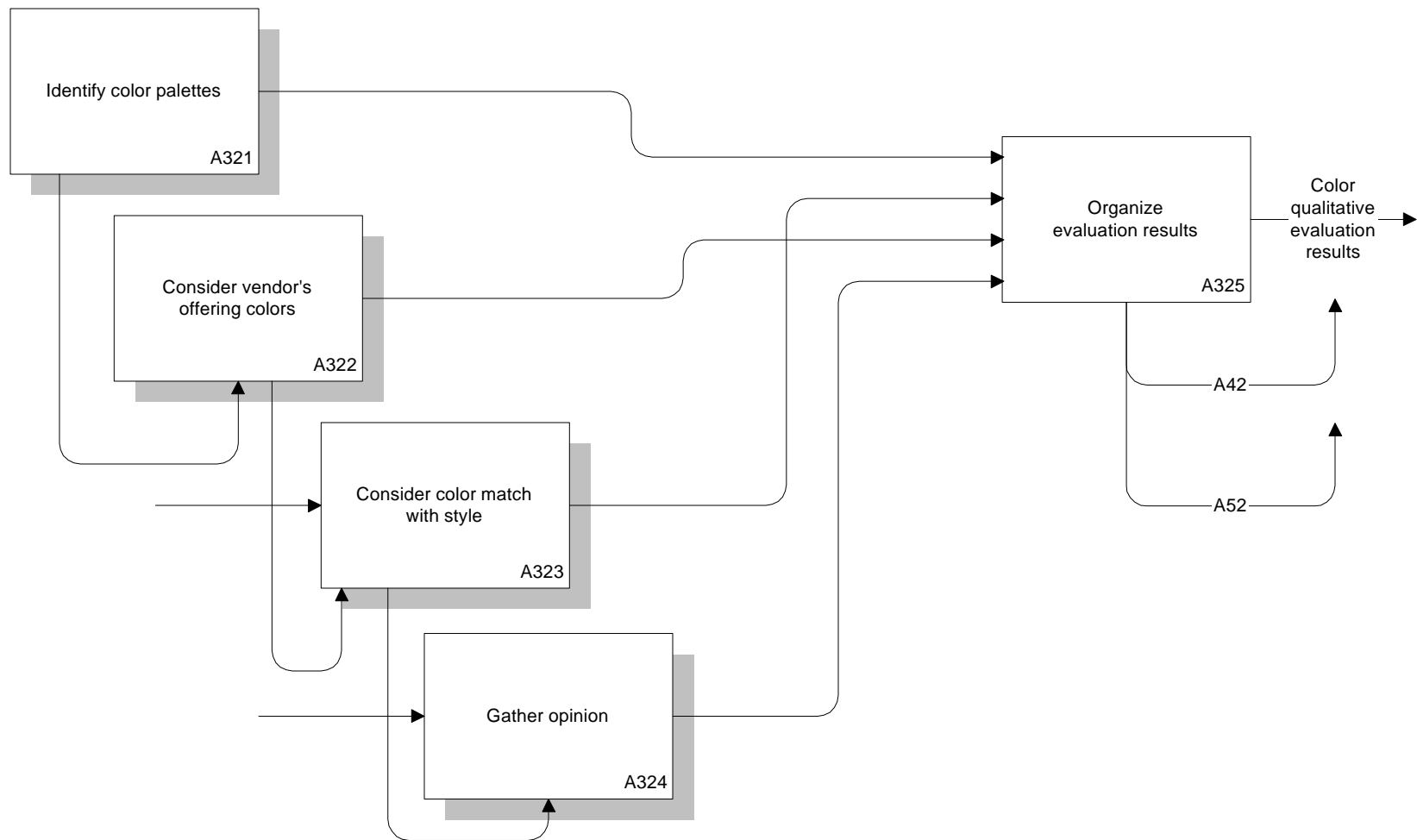


Figure 9-44. Assortment Planning Model: Color Qualitative Evaluation Process (A321- A325)

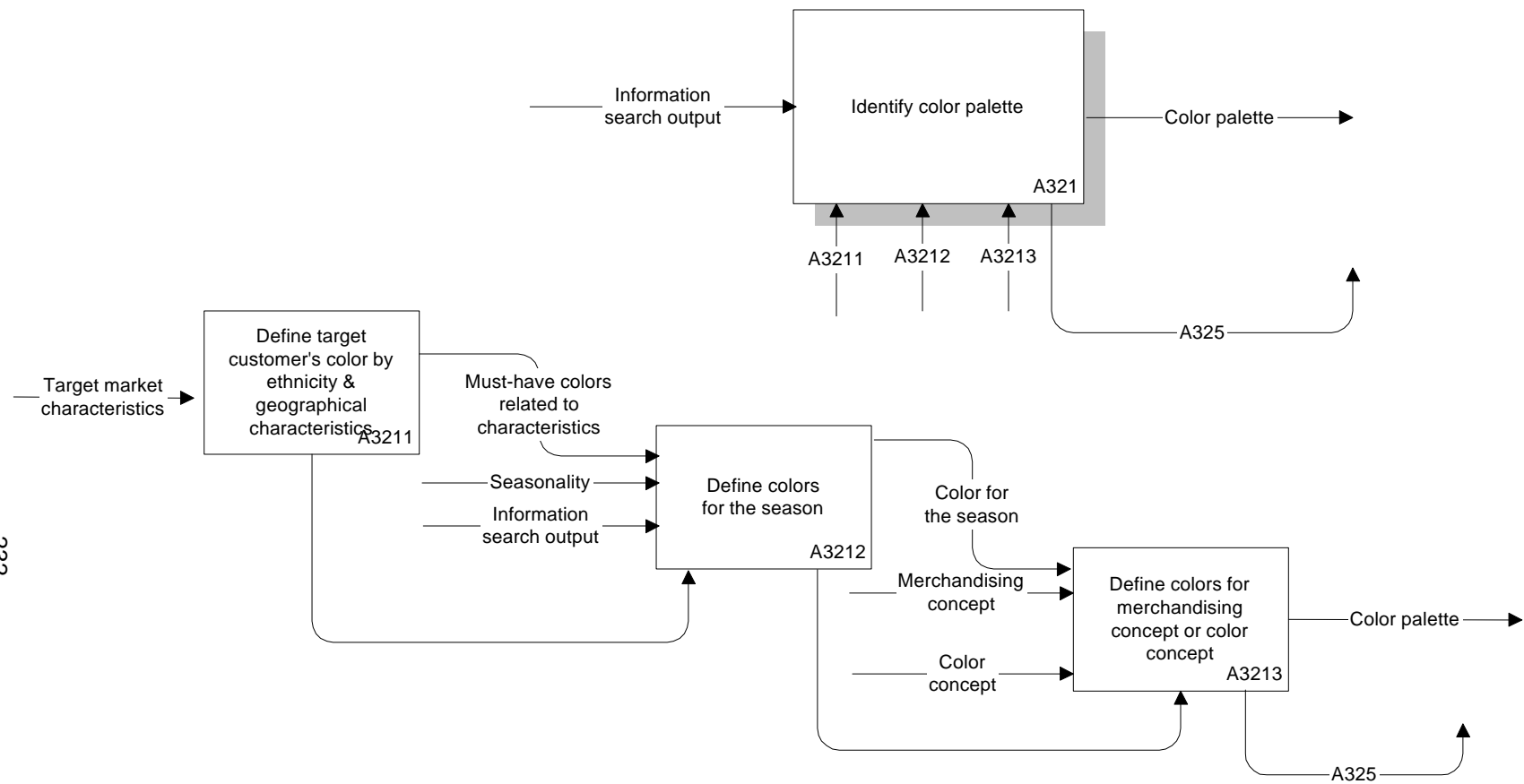


Figure 9-45. Assortment Planning Process: Color Qualitative Evaluation (A321, A3211-A3213) (Continued)

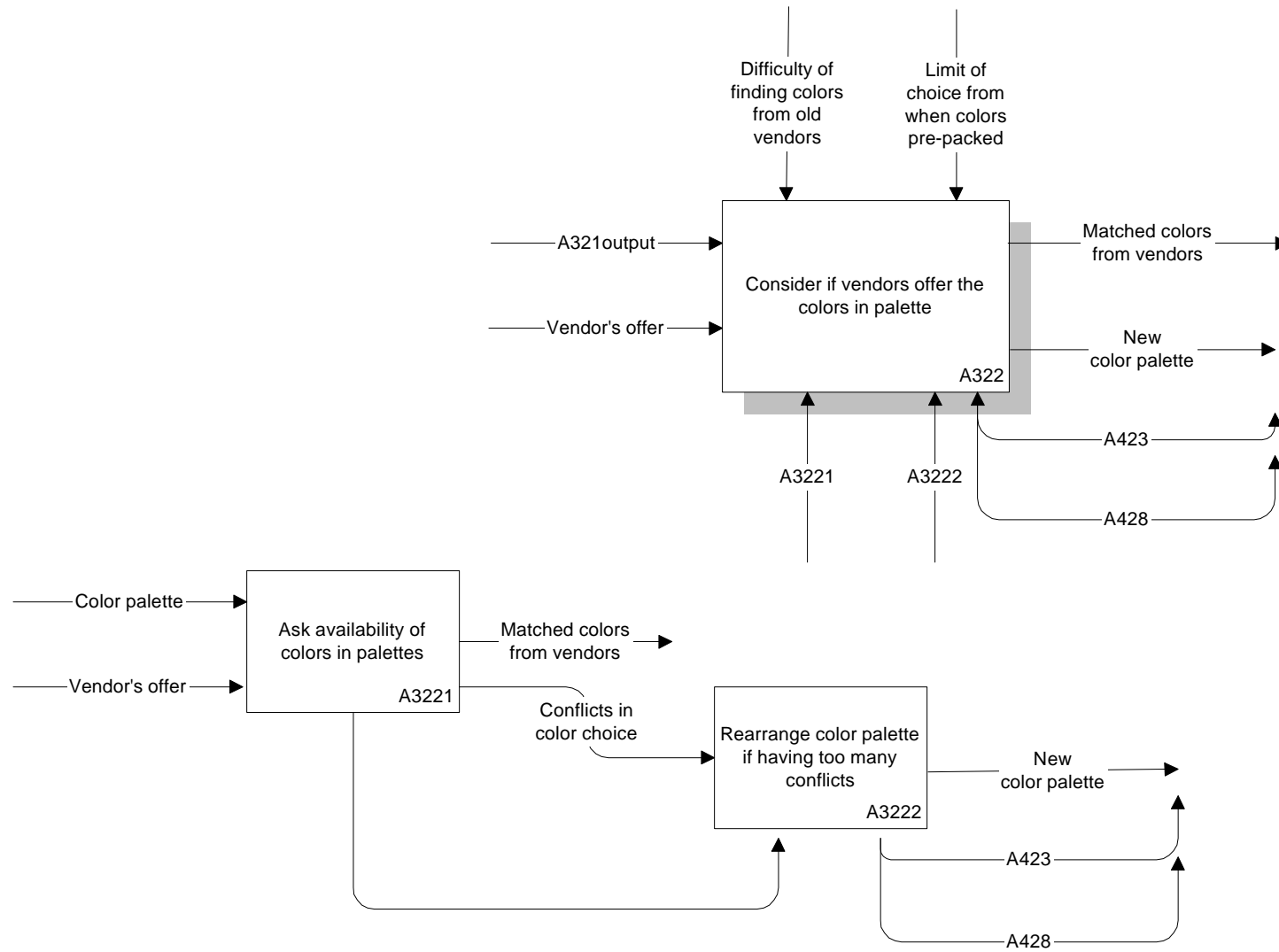
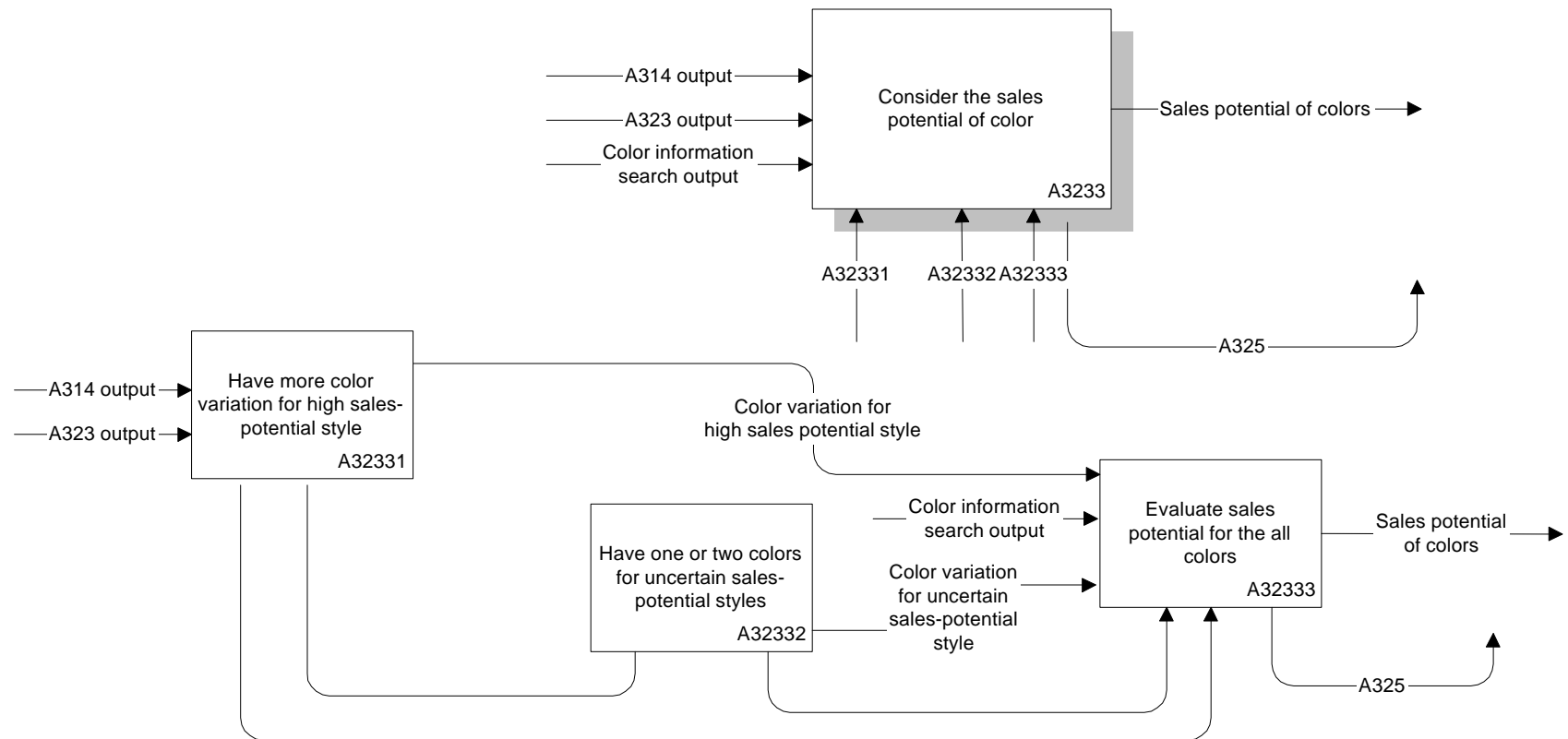
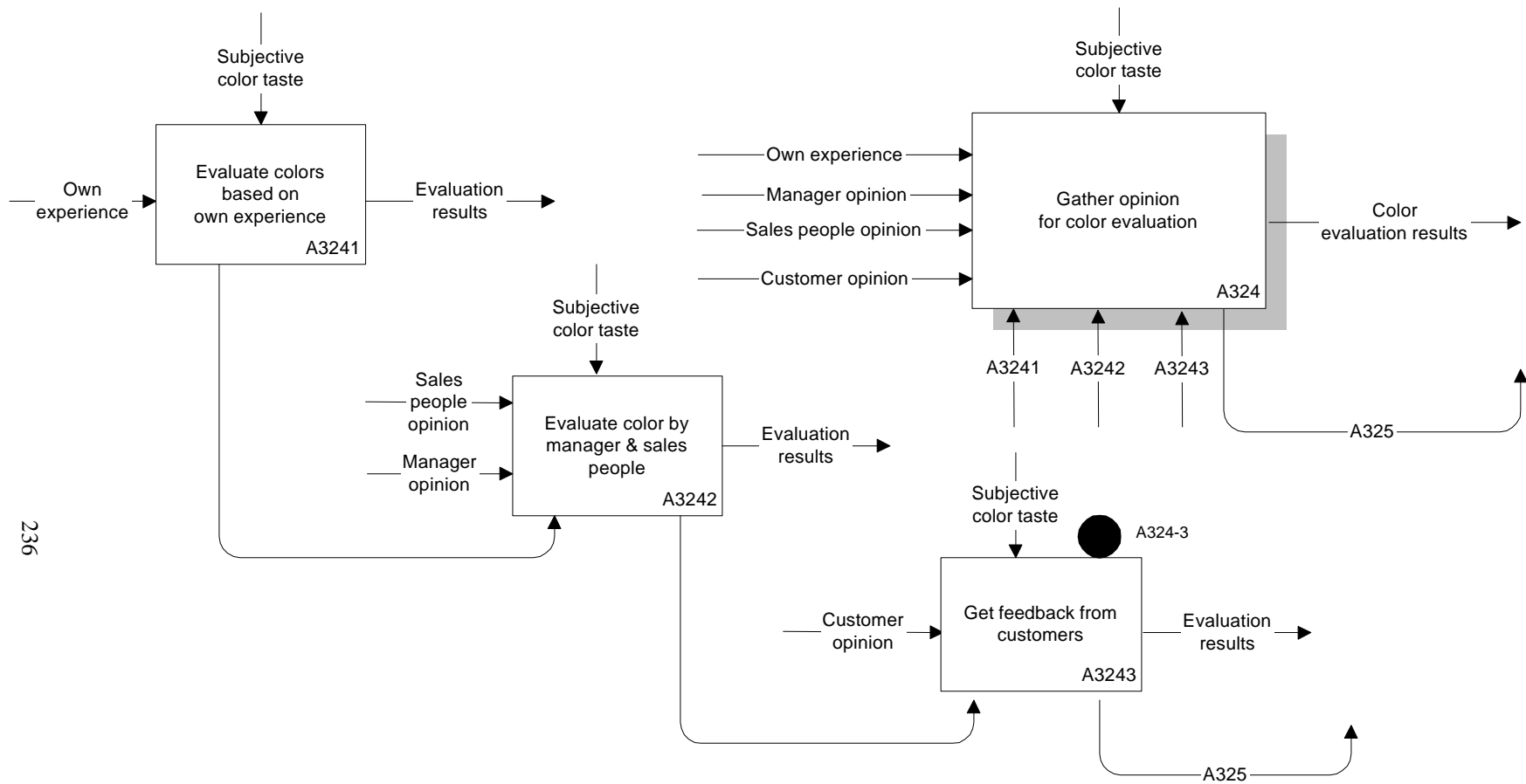


Figure 9-46. Assortment Planning Process: Color Qualitative Evaluation (A322, A3221- A3222) (Continued)









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<b>1. Note A3243</b> Small companies buy & display small amount of certain colors in the beginning of the season & get feedback from customers & sales people.			
NODE:	A3243	TITLE:	Color Qualitative Evaluation
NO.:	1		

Figure 9-49. Assortment Planning Process: Color Qualitative Evaluation (A324, A3241-A3243) (Continued)

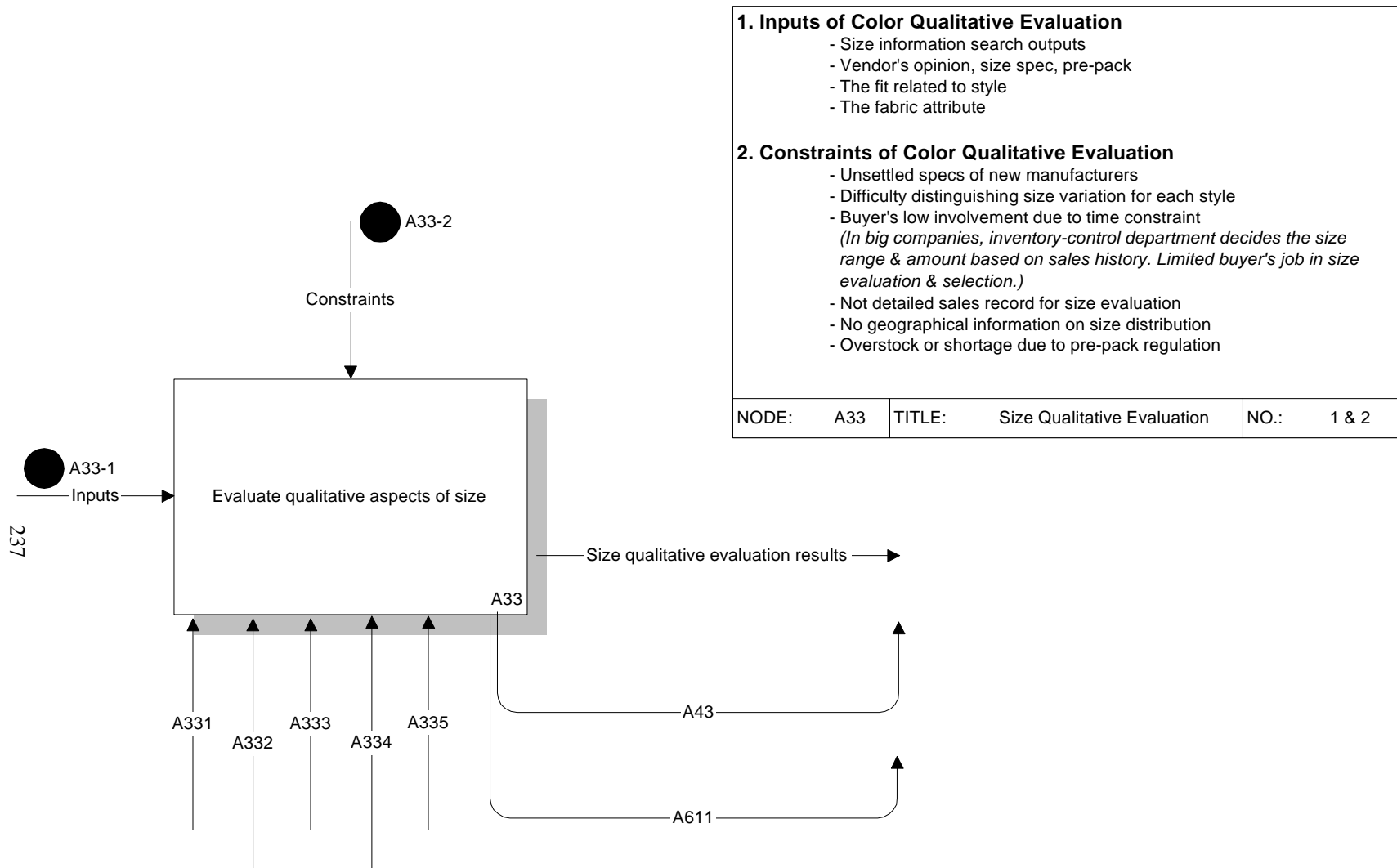


Figure 9-50. Assortment Planning Model: Size Qualitative Evaluation (A33) Diagram

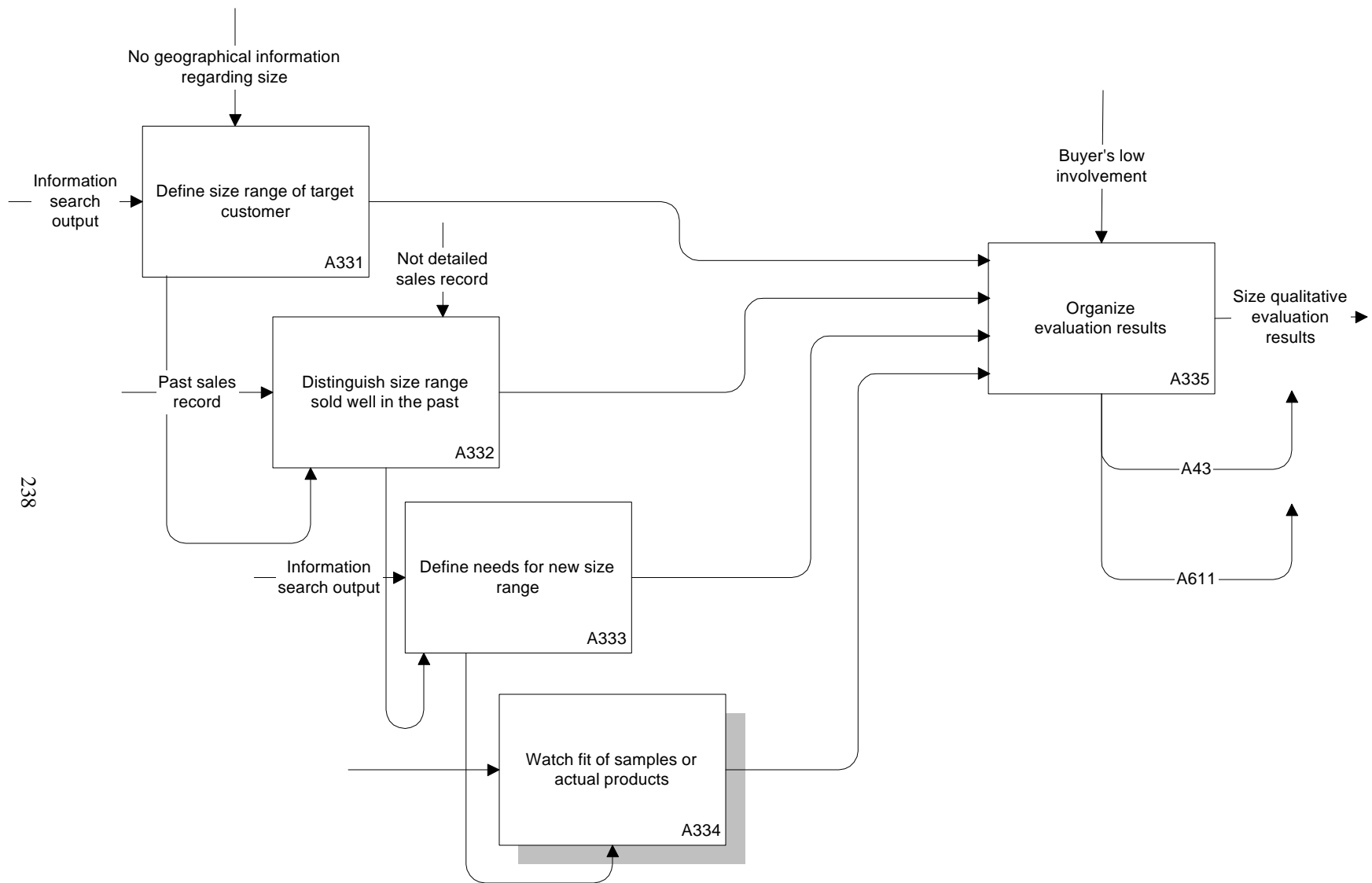


Figure 9-51. Assortment Planning Model: Size Qualitative Evaluation Process (A331- A335)

**1. Note A334**

- Small companies buy small amount of products in the beginning of a season & then observe how customers or sales people feel with the fit.
- Big companies develop samples instead.

NODE:	A334	TITLE:	Size Qualitative Evaluation	NO.:	1
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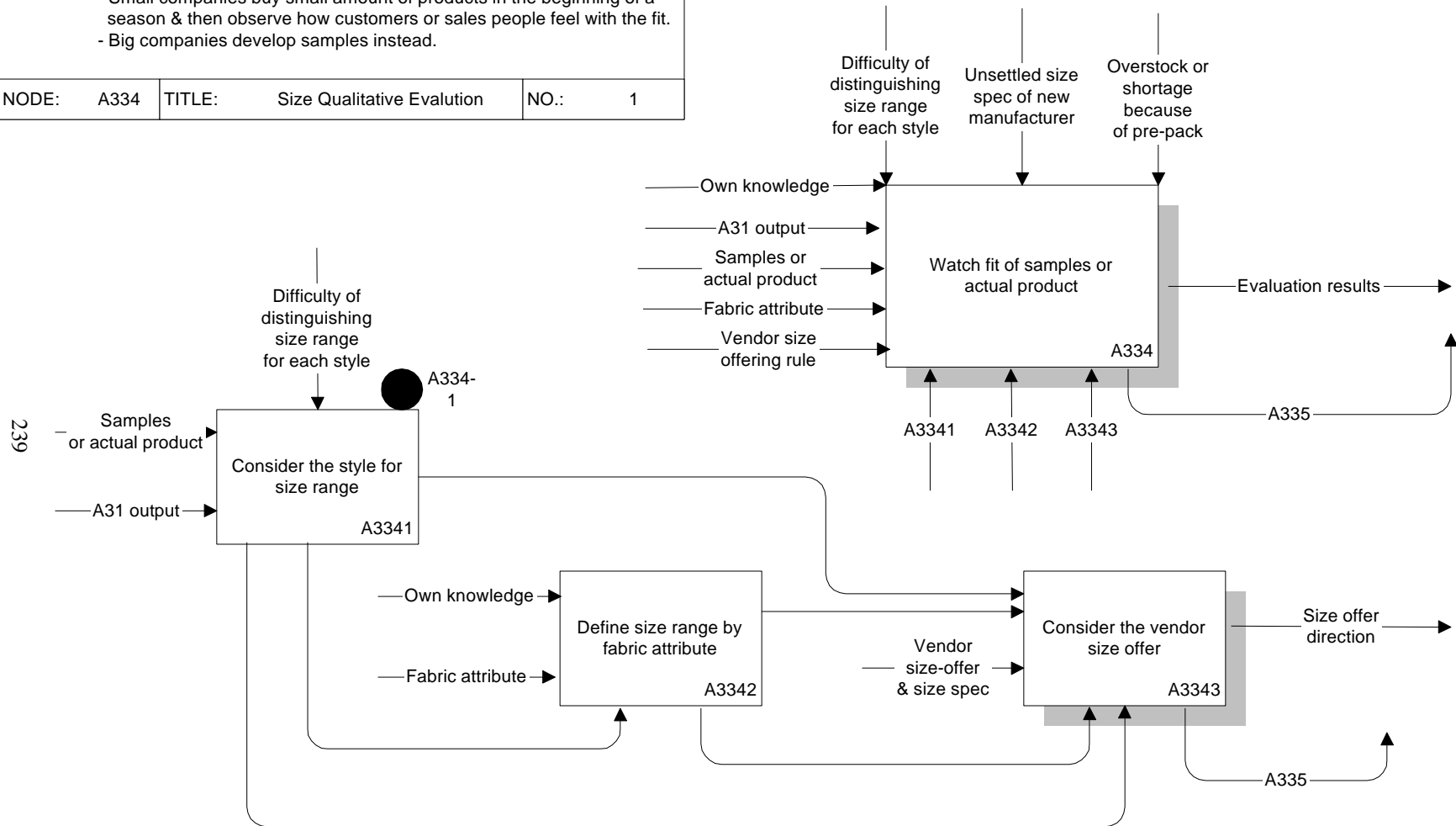


Figure 9-52. Assortment Planning Process: Size Qualitative Evaluation (A334, A3341-A3343) (Continued)

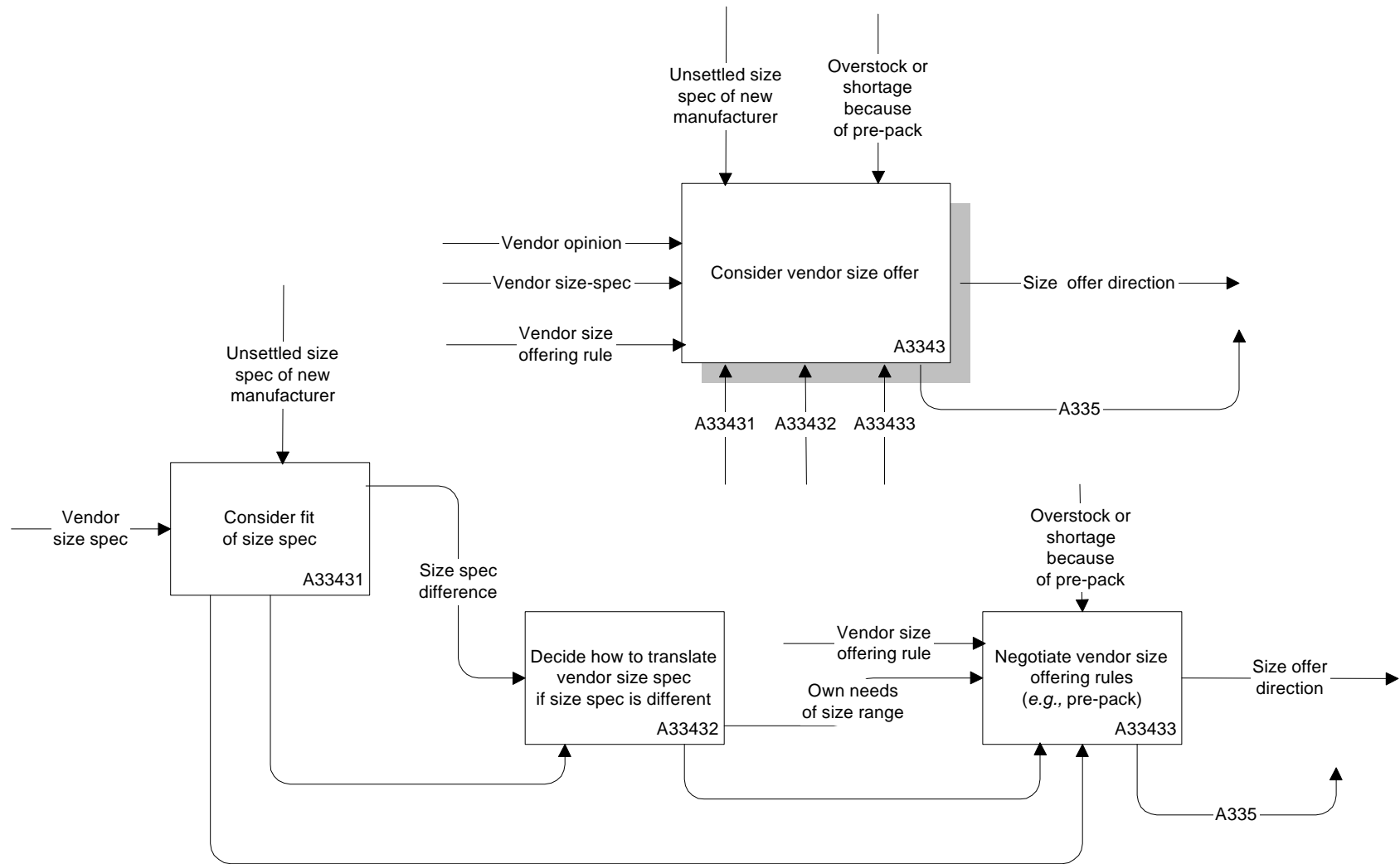


Figure 9-53. Assortment Planning Process: Size Qualitative Evaluation (A3343, A33431-A33433) (Continued)

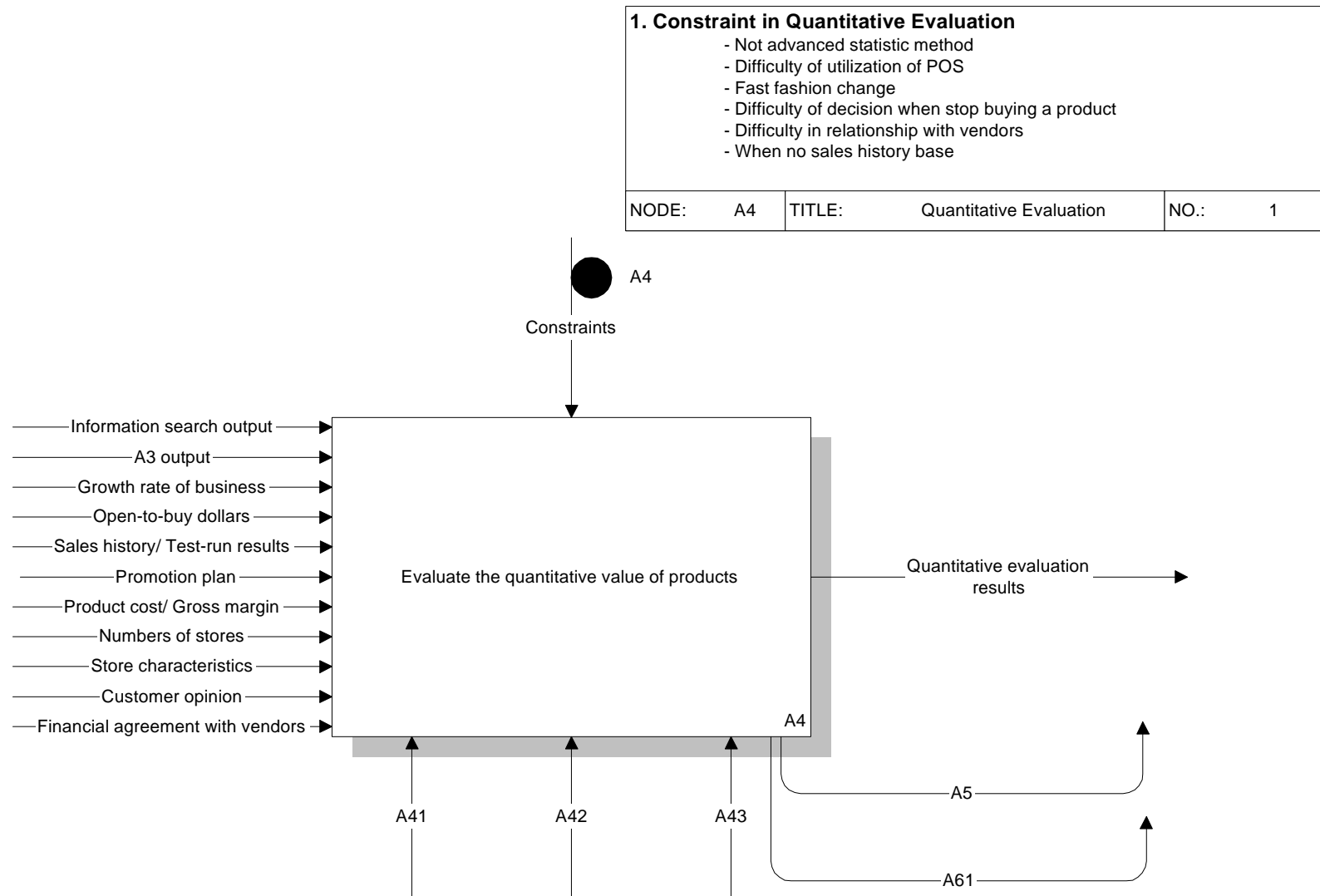
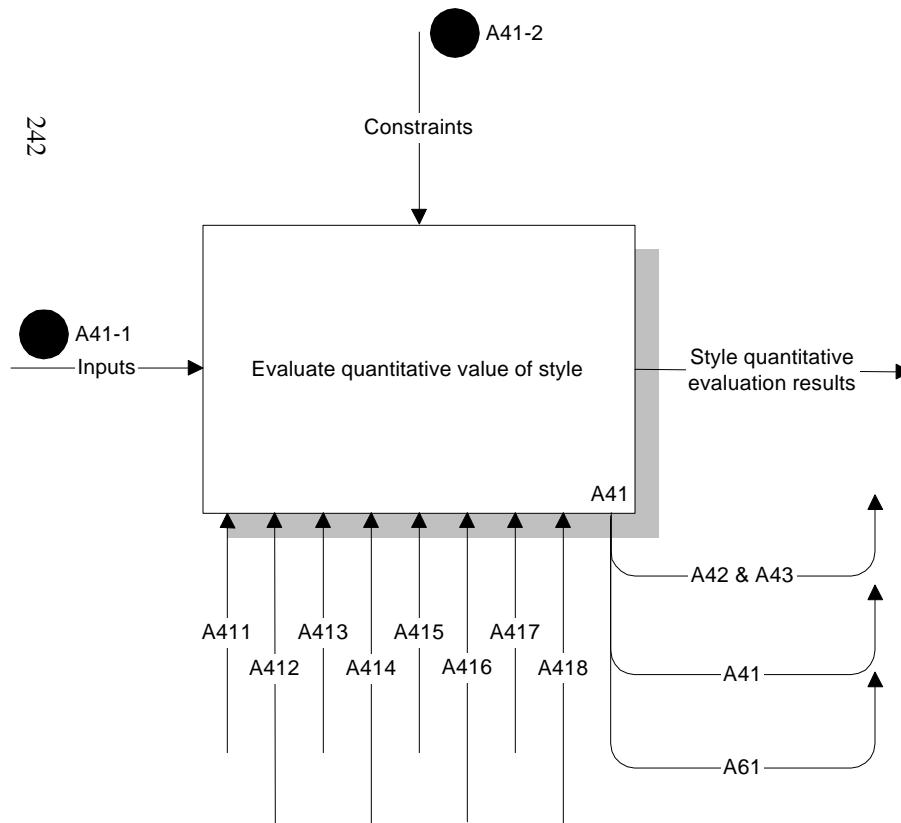


Figure 9-54. Assortment Planning Model: Quantitative Evaluation (A4) (Continued)



### 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
- 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:	A41	TITLE:	Style Quantitative Evaluation	NO.:	1 & 2
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Figure 9-55. Assortment Planning Model: Style Quantitative Evaluation (A41) Diagram







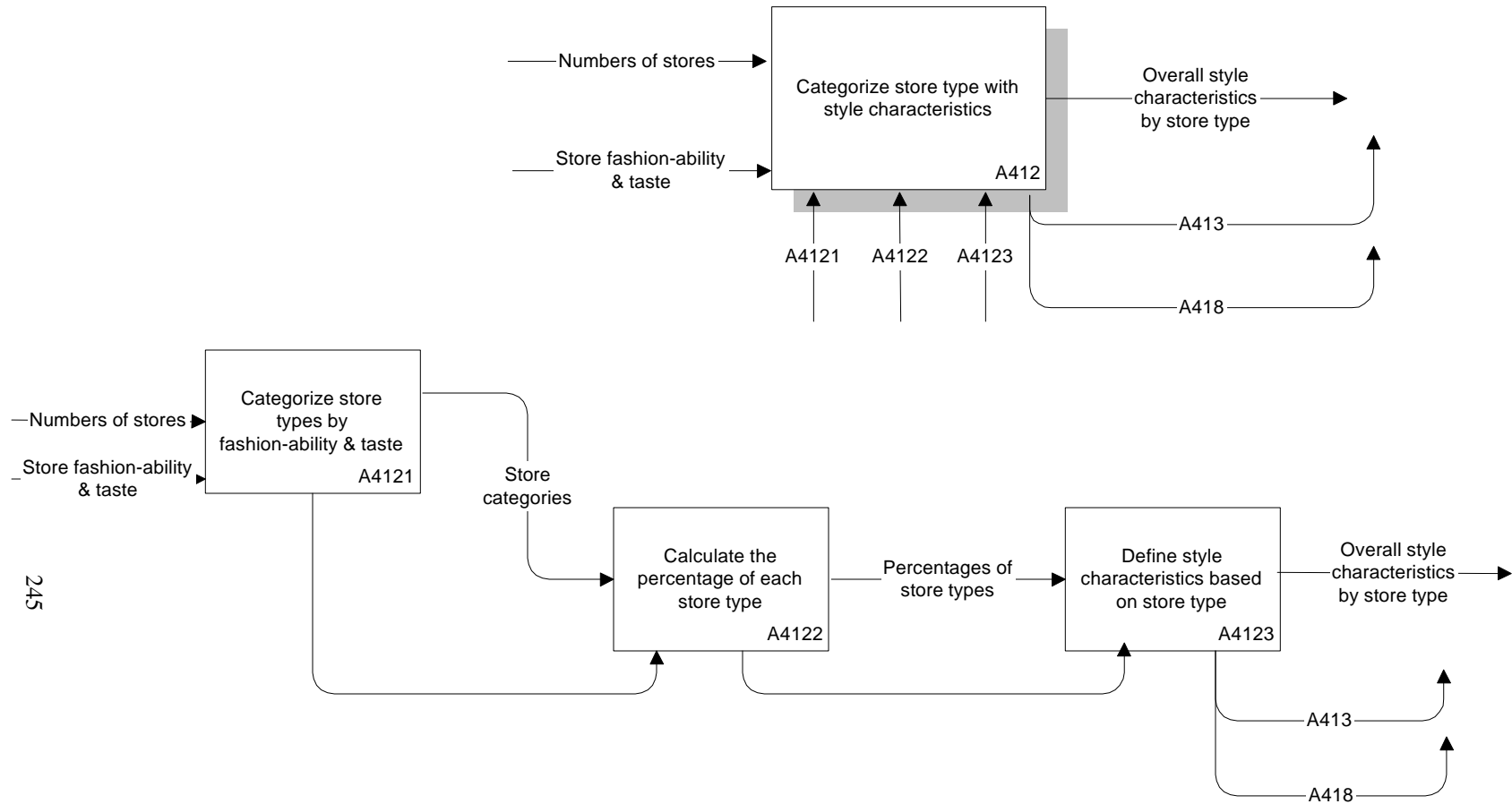


Figure 9-58. Assortment Planning Process: Style Quantitative Evaluation (A412, A4121-A4123) (Continued)



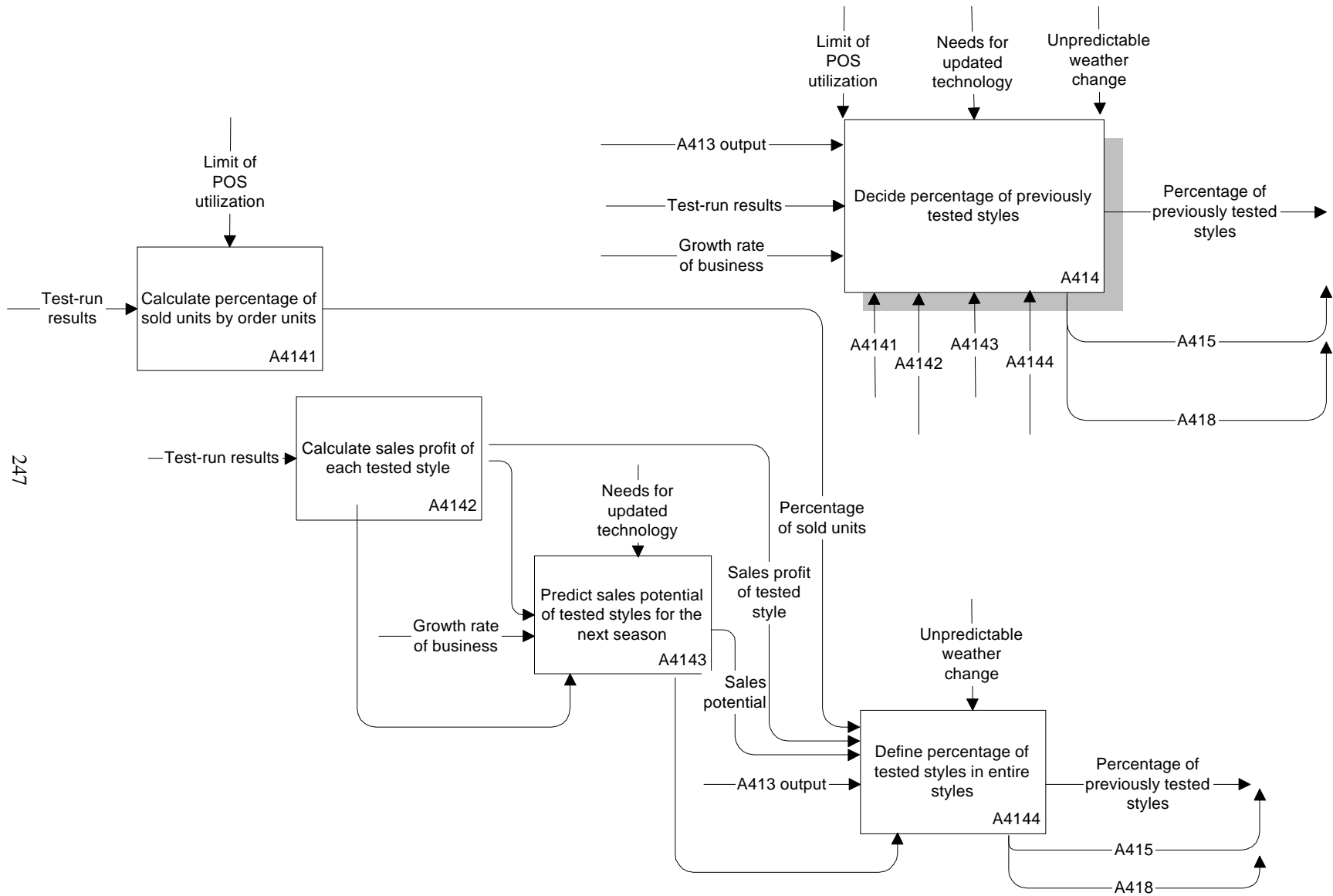


Figure 9-60. Assortment Planning Process: Style Quantitative Evaluation (A414, A4141-A4144) (Continued)

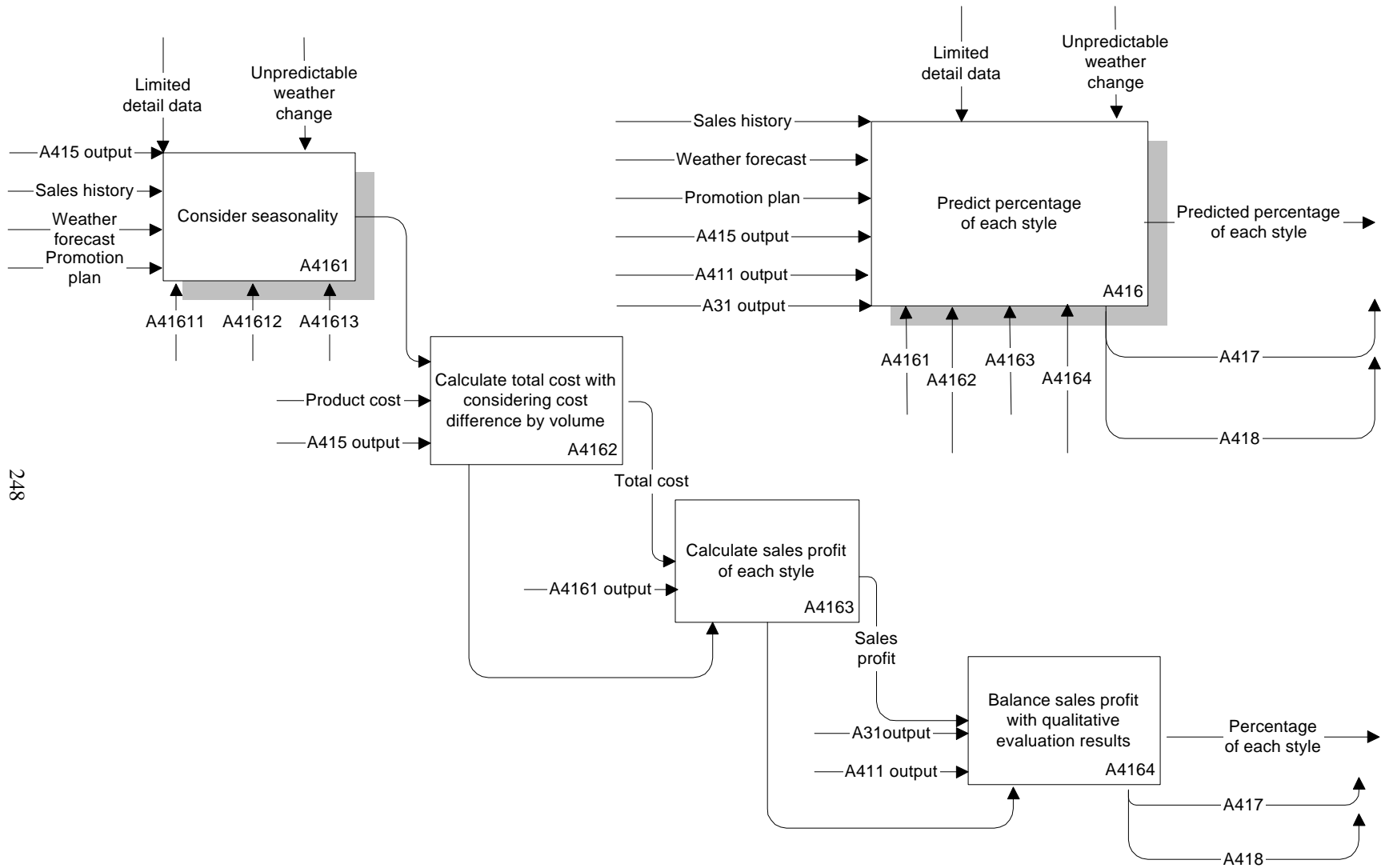


Figure 9-61. Assortment Planning Process: Style Quantitative Evaluation (A416, A4161-A4164) (Continued)

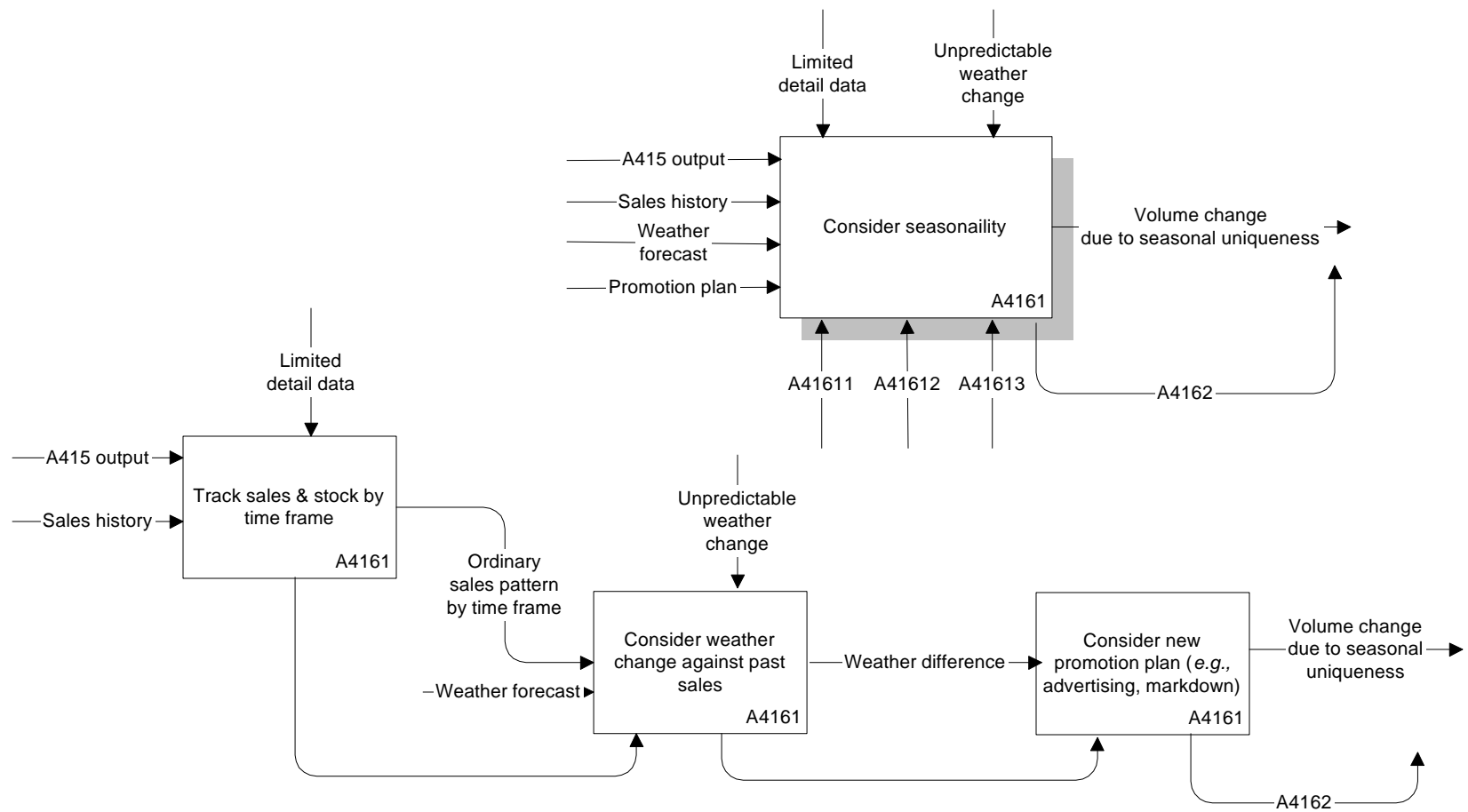
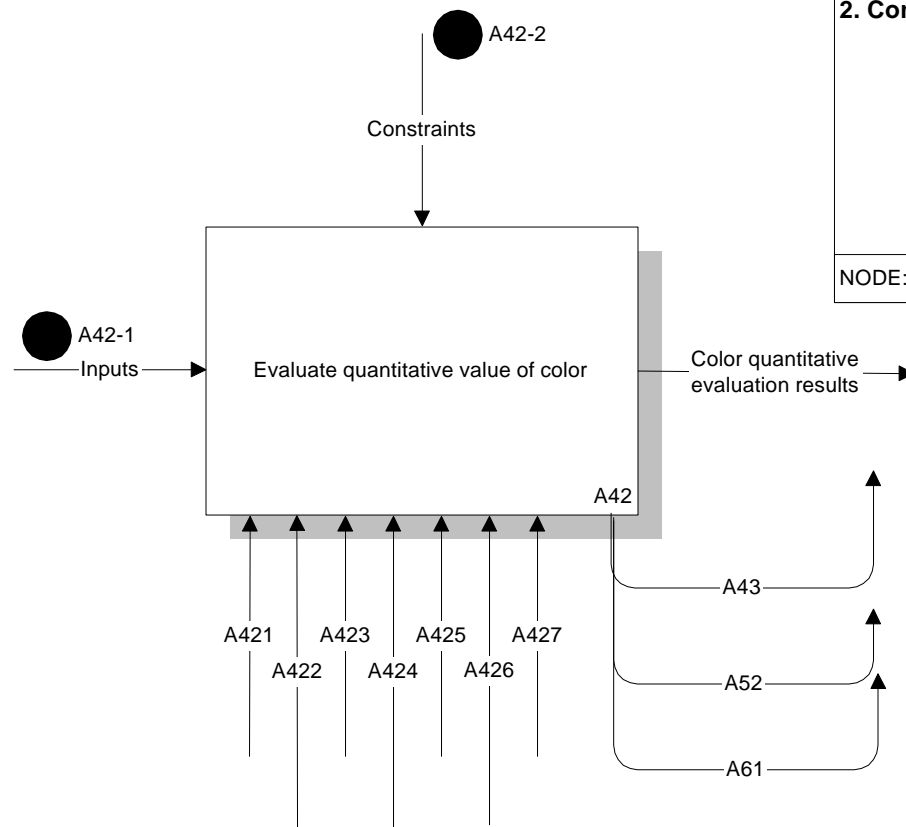


Figure 9-62. Assortment Planning Process: Style Quantitative Evaluation (A4161, A41611-A41613) (Continued)



### 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:	A42	TITLE:	Color Quantitative Evaluation	NO.:	1 & 2
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Figure 9-63. Assortment Planning Model: Color Quantitative Evaluation (A42) Diagram

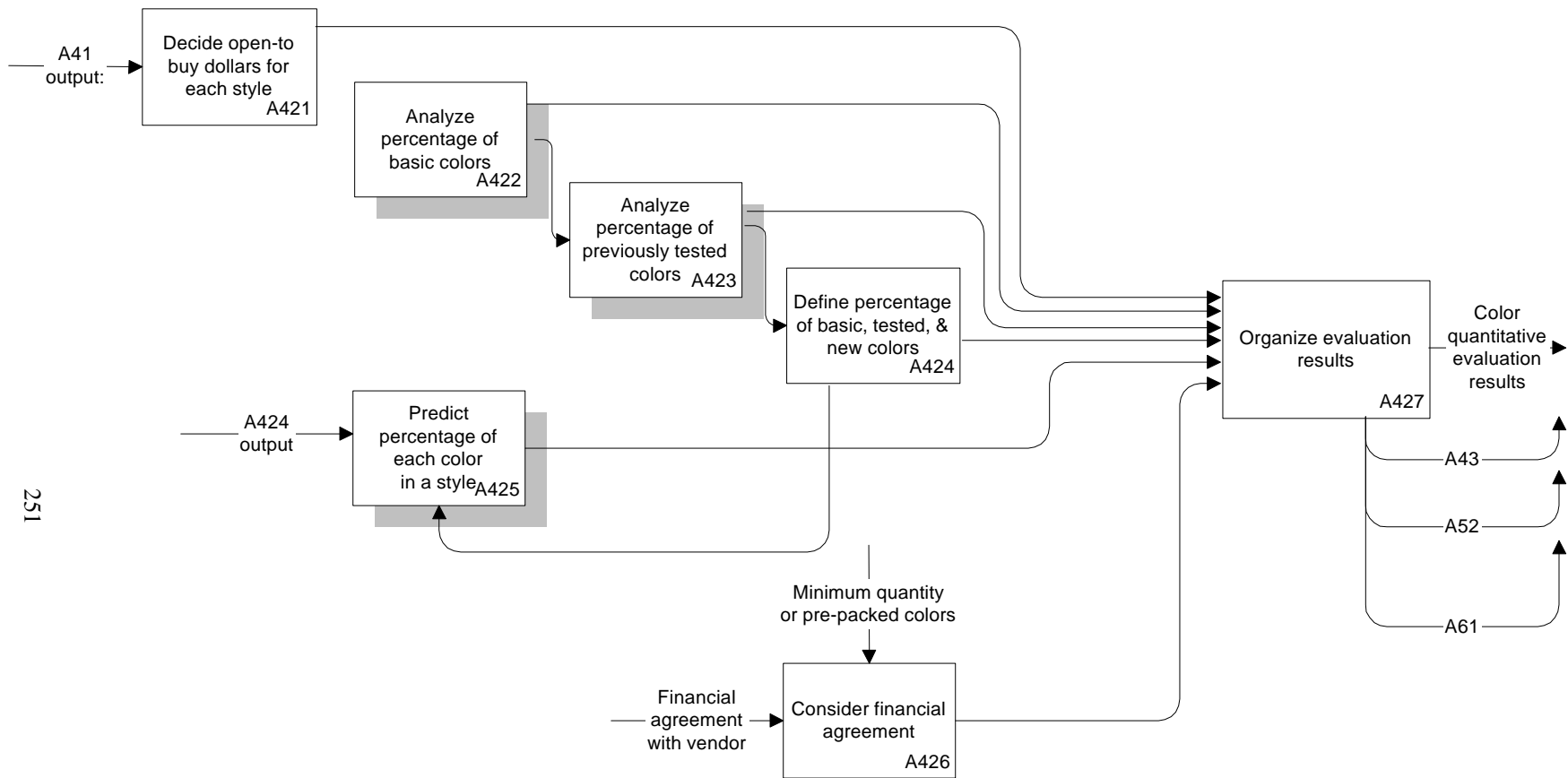


Figure 9-64. Assortment Planning Model: Color Quantitative Evaluation Process (A421-A427) (Continued)



Figure 9-65. Assortment Planning Process: Color Quantitative Evaluation (A422, A4221-A4223) (Continued)

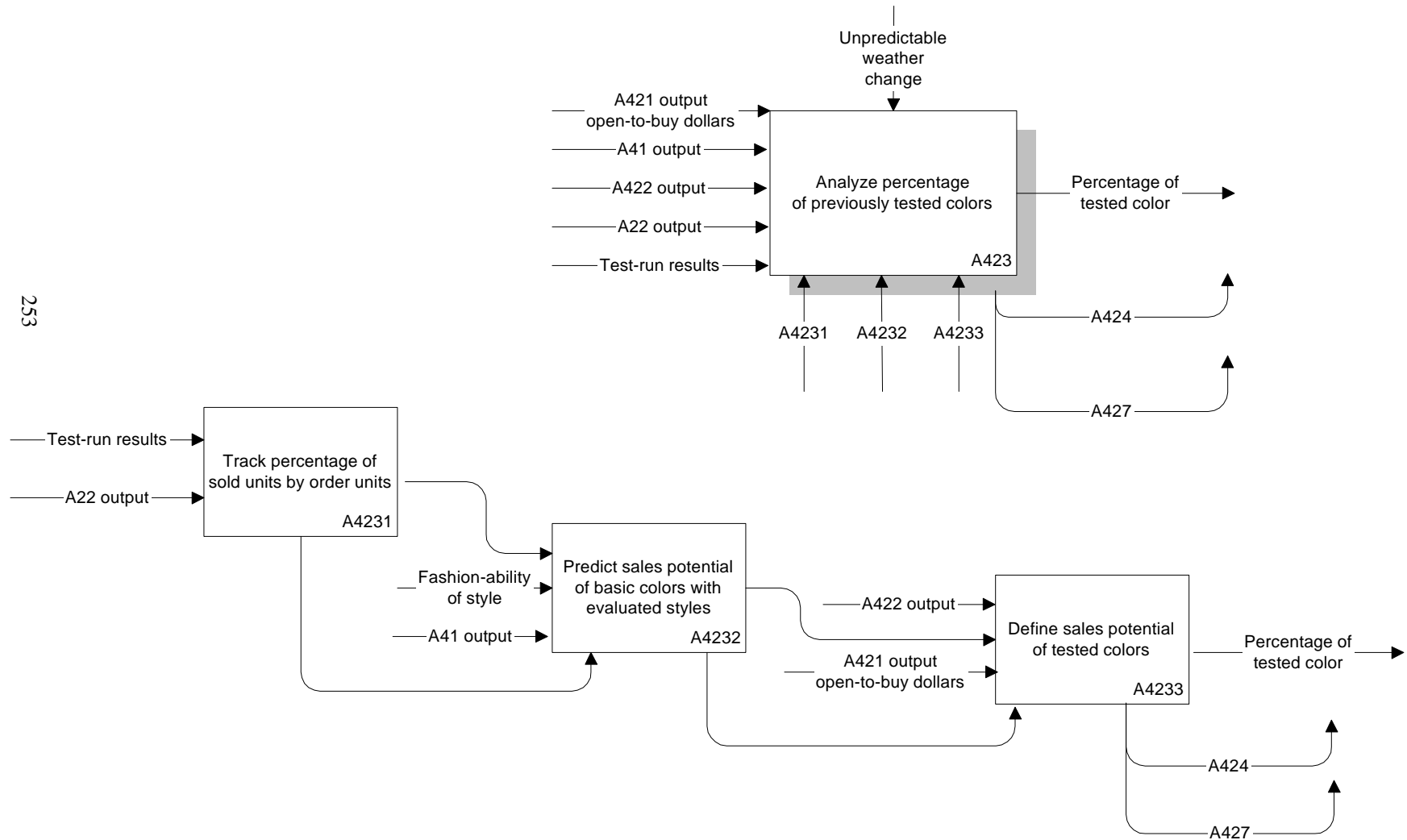


Figure 9-66. Assortment Planning Process: Color Quantitative Evaluation (A423, A4231-A4233) (Continued)

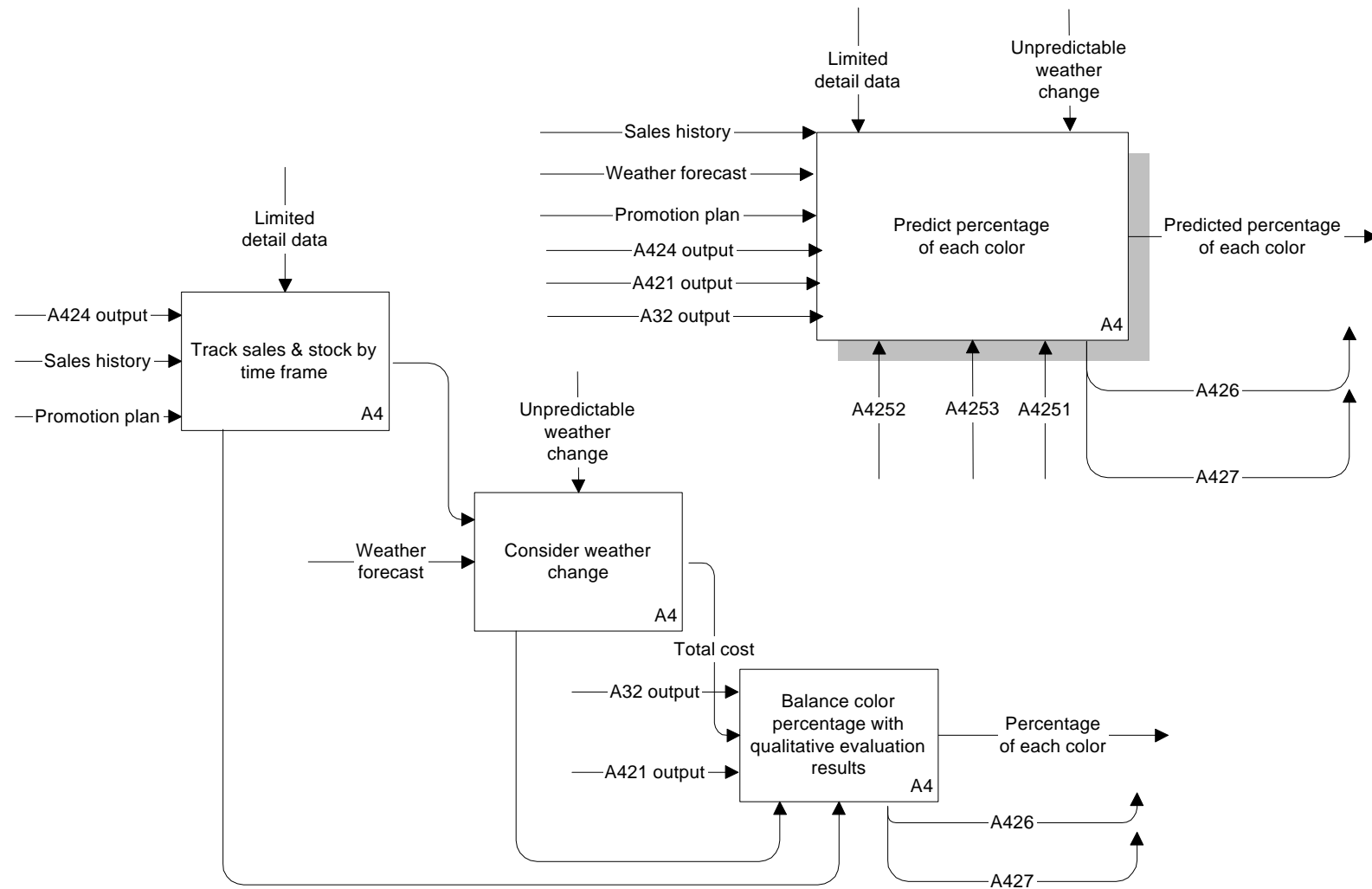
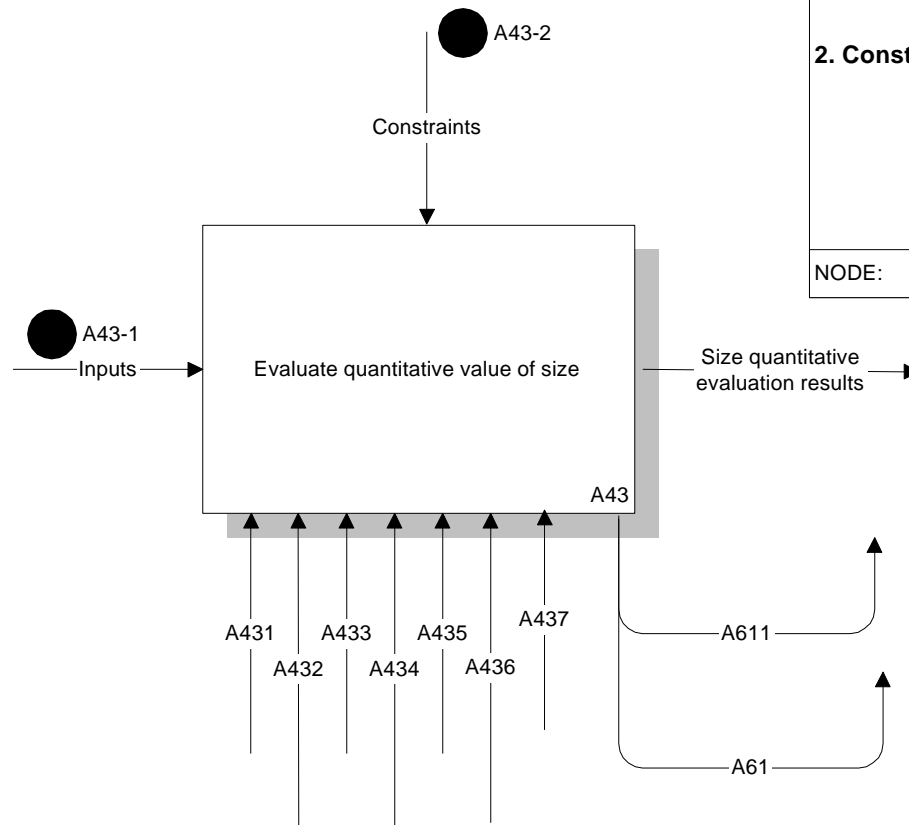


Figure 9-67. Assortment Planning Process: Color Quantitative Evaluation (A425, A4251-A4253) (Continued)



### 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:	A43	TITLE:	Size Quantitative Evaluation	NO.:	1 & 2
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Figure 9-68. Assortment Planning Model: Size Quantitative Evaluation (A43) Diagram



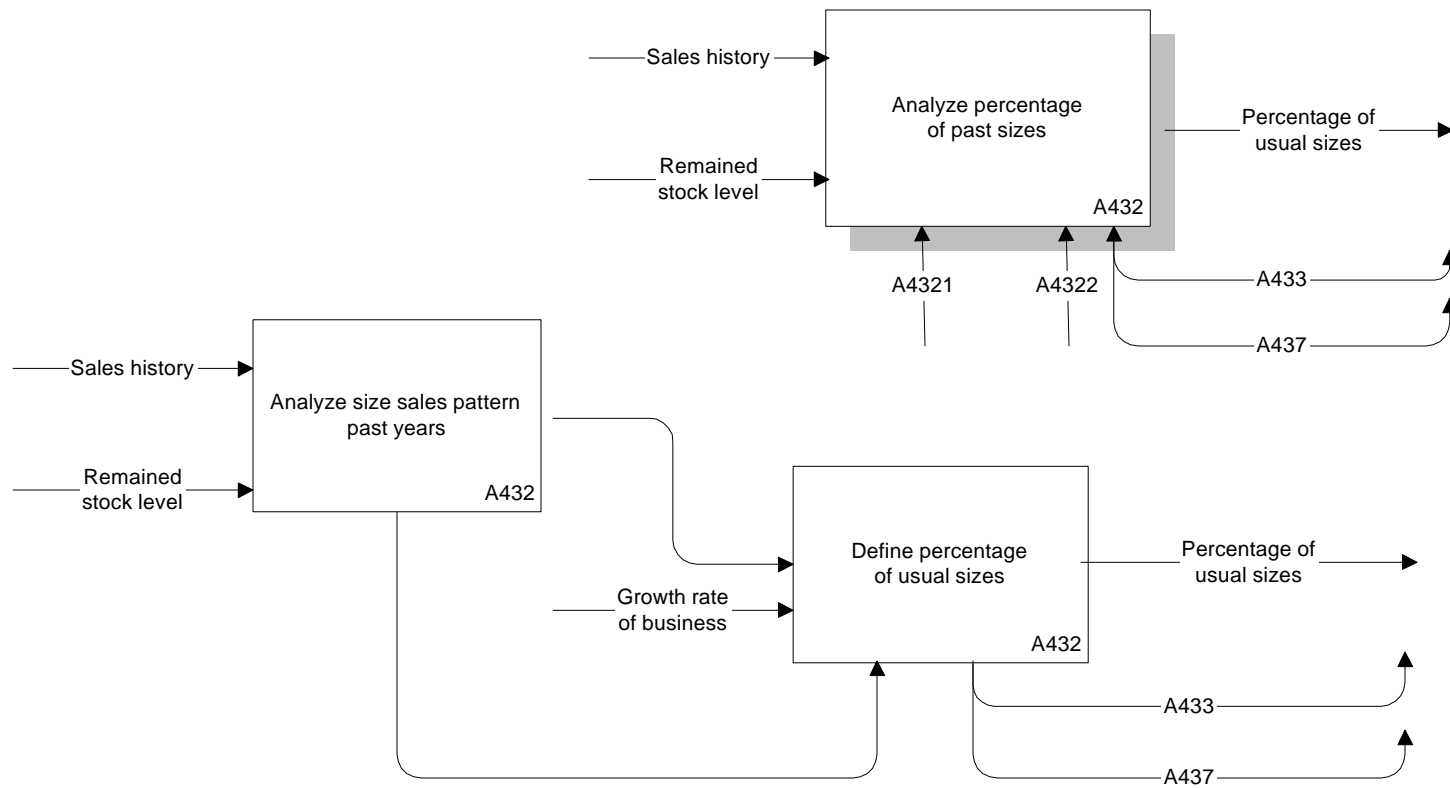


Figure 9-70. Assortment Planning Process: Size Quantitative Evaluation (A432, A4321- A4322) (Continued)

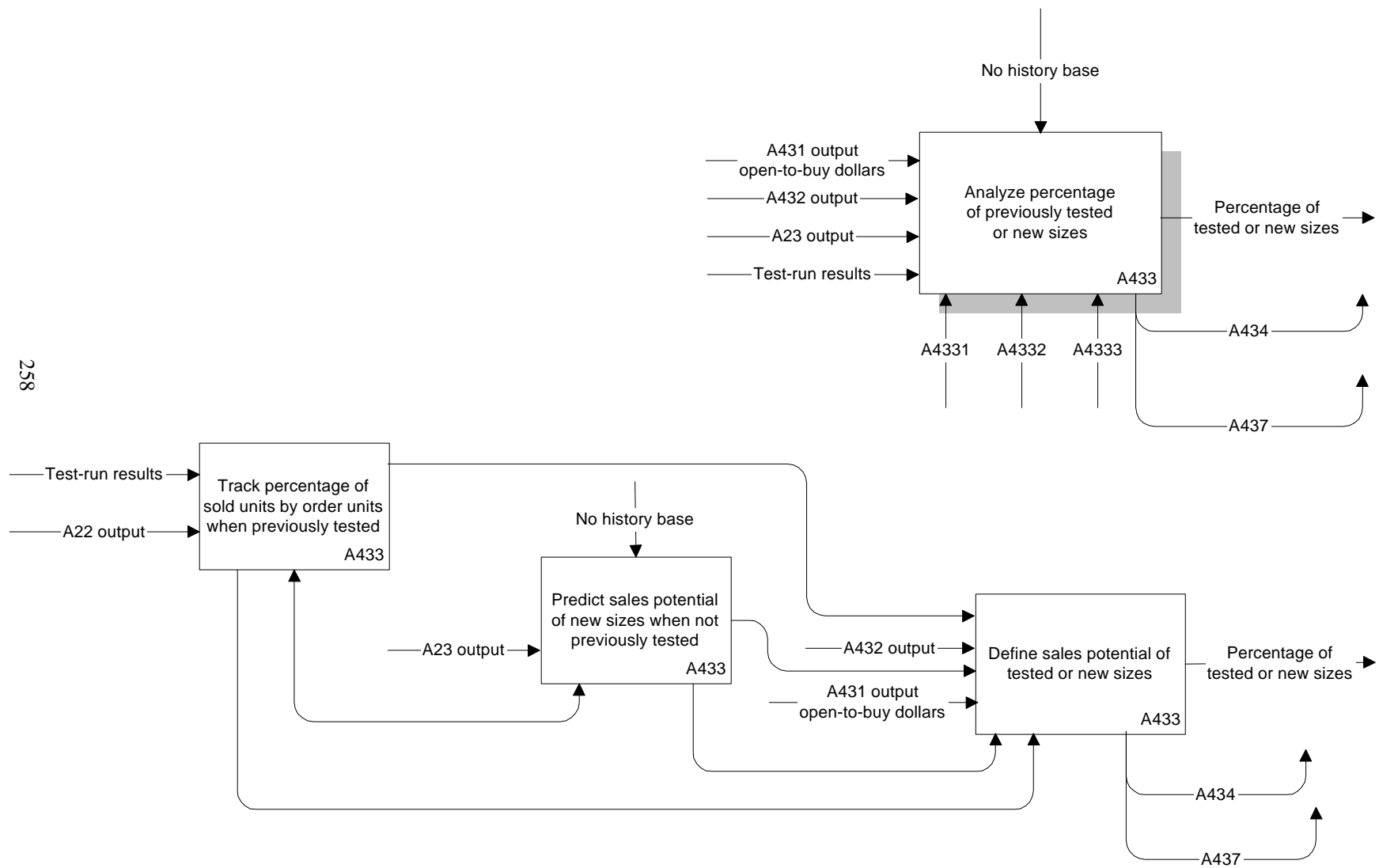


Figure 9-71. Assortment Planning Process: Size Quantitative Evaluation (A433, A4331-A4333) (Continued)

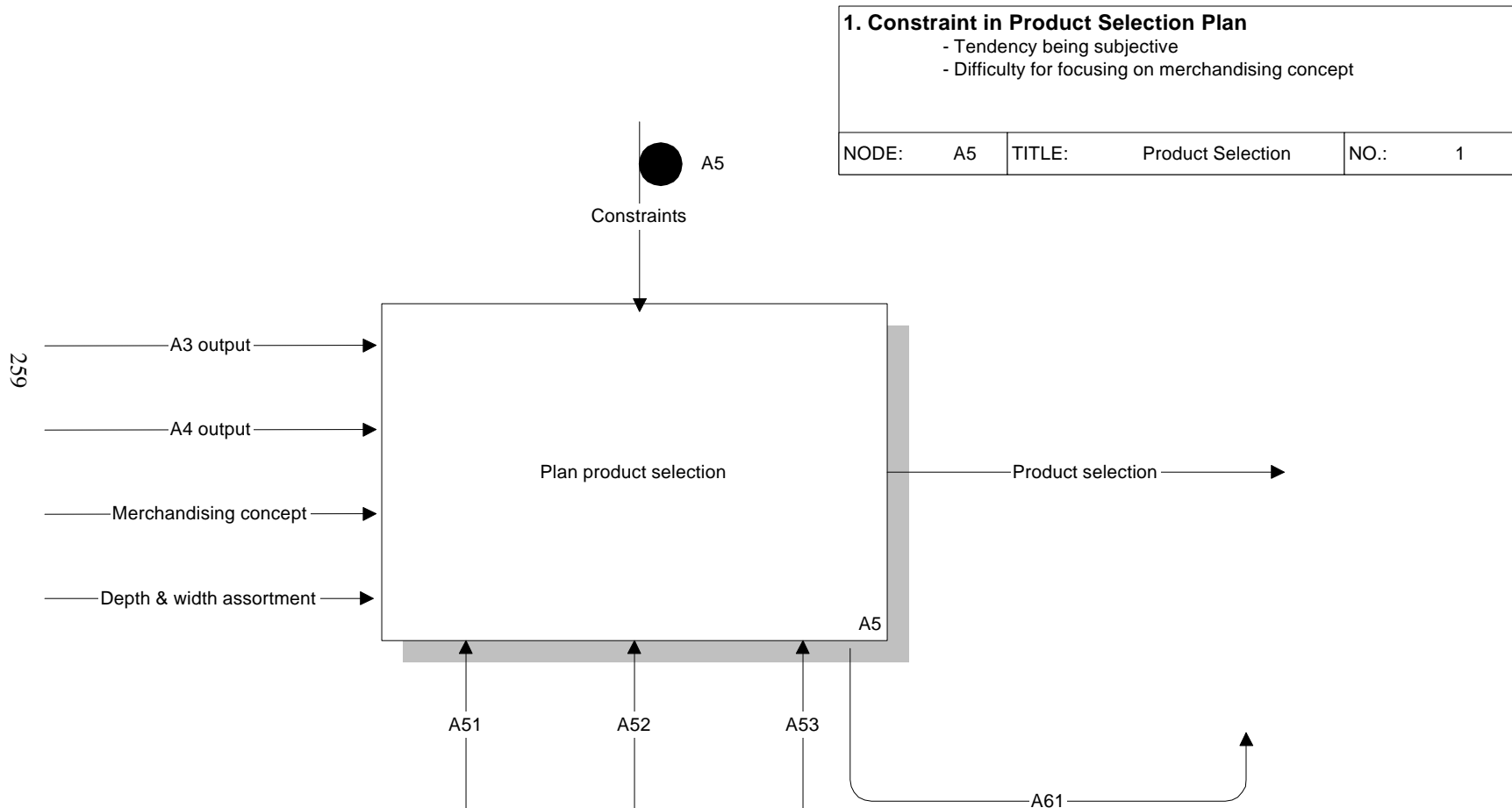


Figure 9-72. Assortment Planning Model: Product Selection Plan (A5) (Continued)



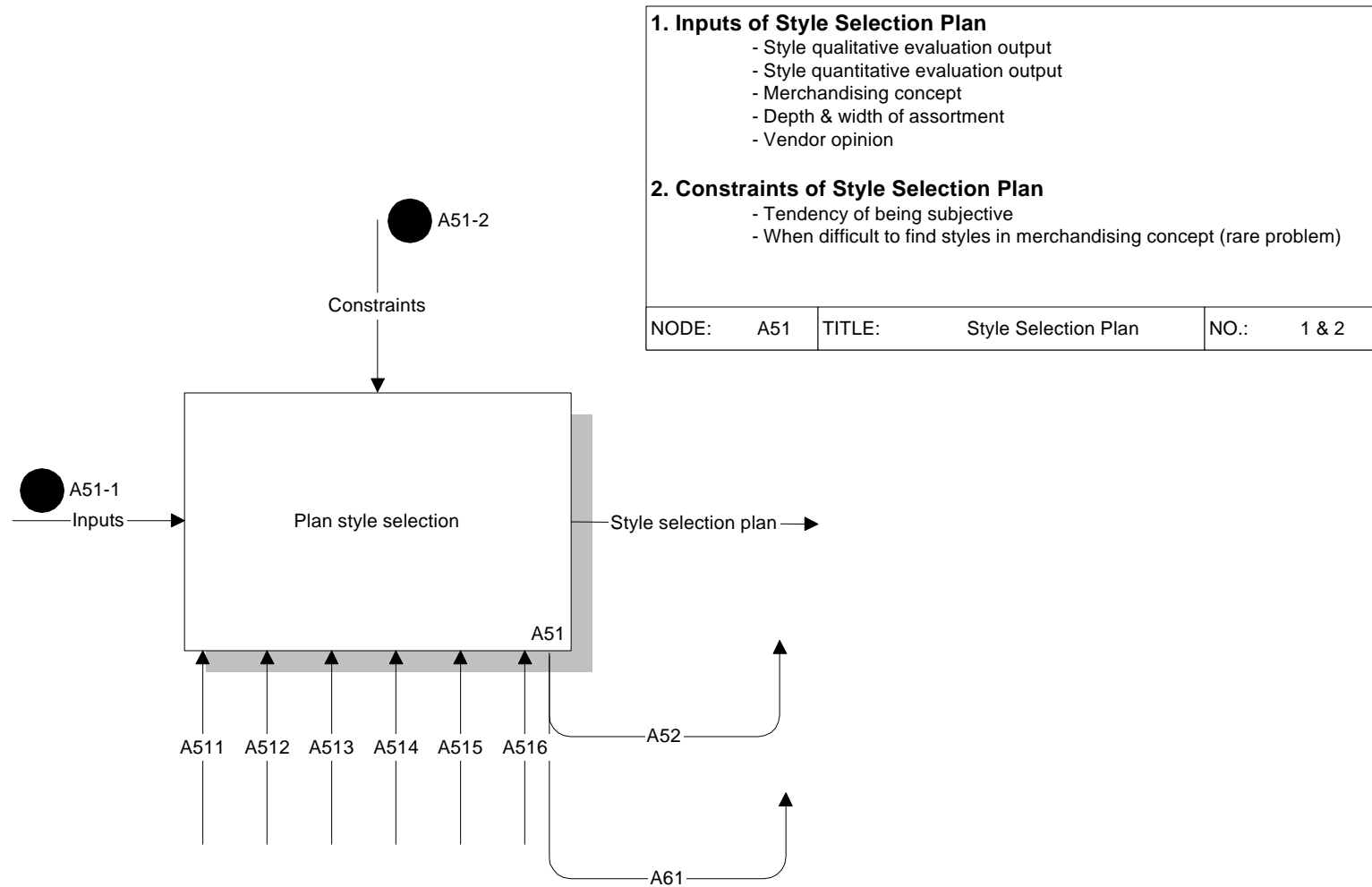


Figure 9-73. Assortment Planning Model: Style Selection Plan (A51) Diagram

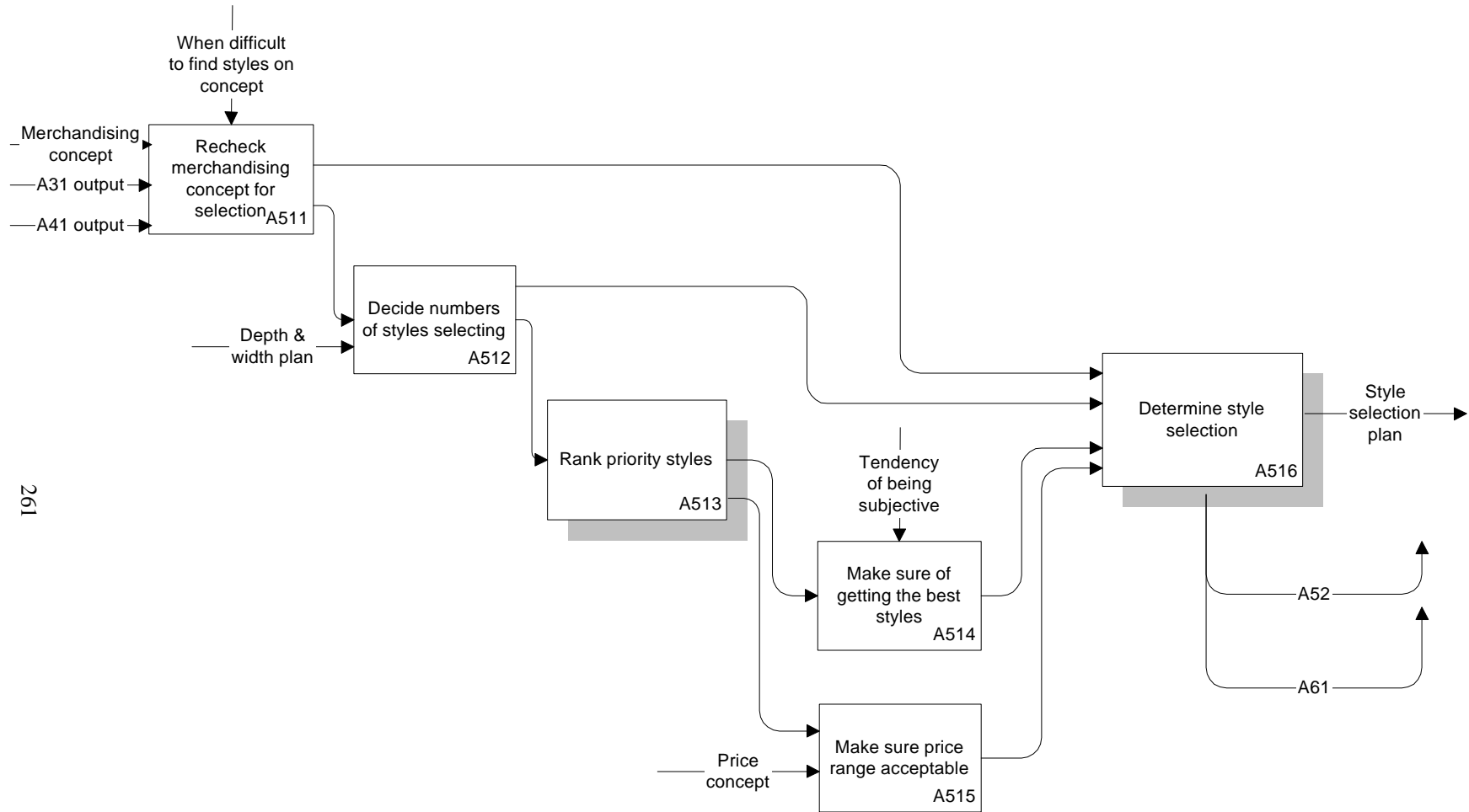


Figure 9-74. Assortment Planning Model: Style Selection Plan Process (A511-A516) (Continued)

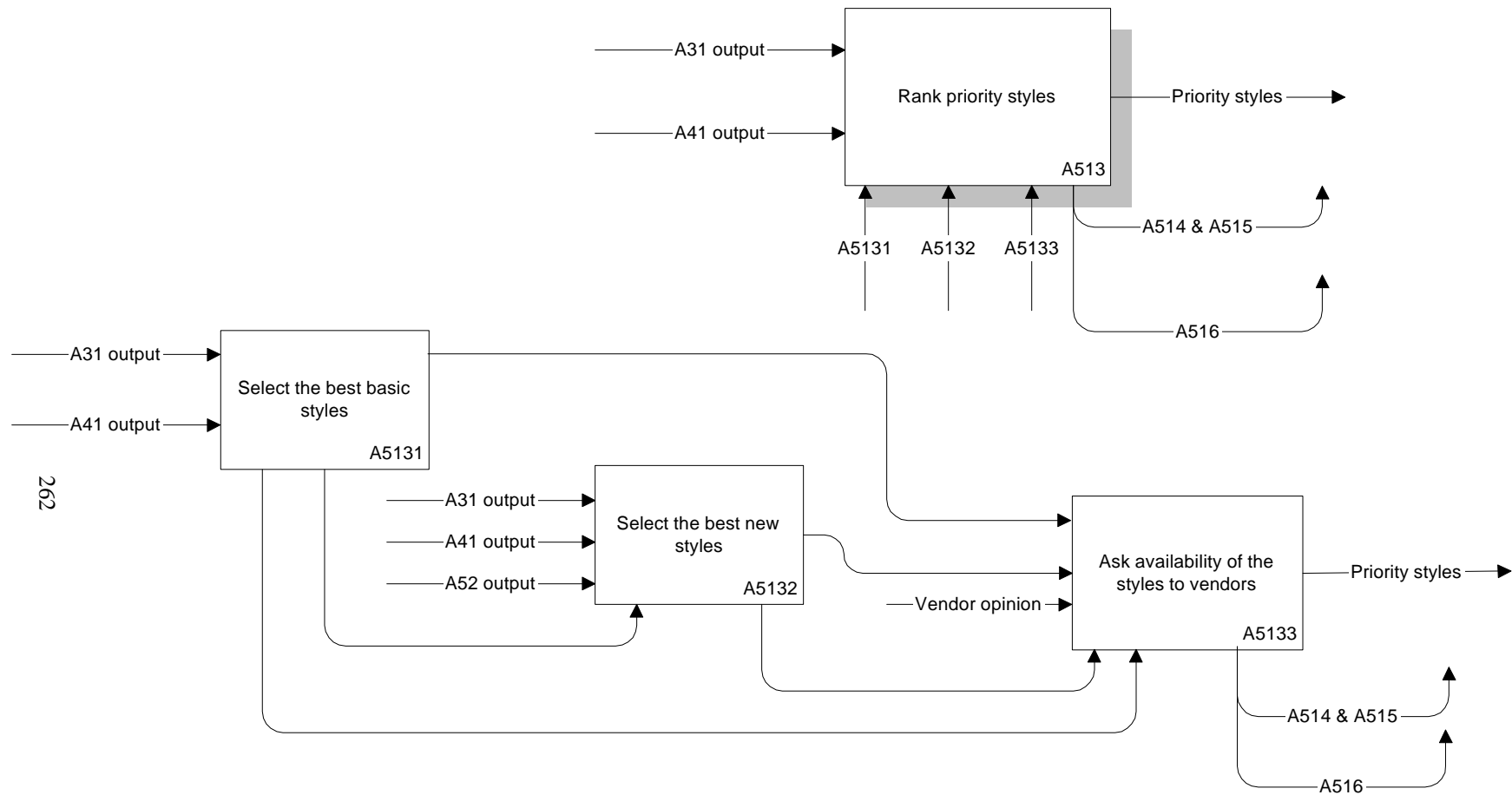


Figure 9-75. Assortment Planning Process: Style Selection Plan (A513, A5131-A5133) (Continued)

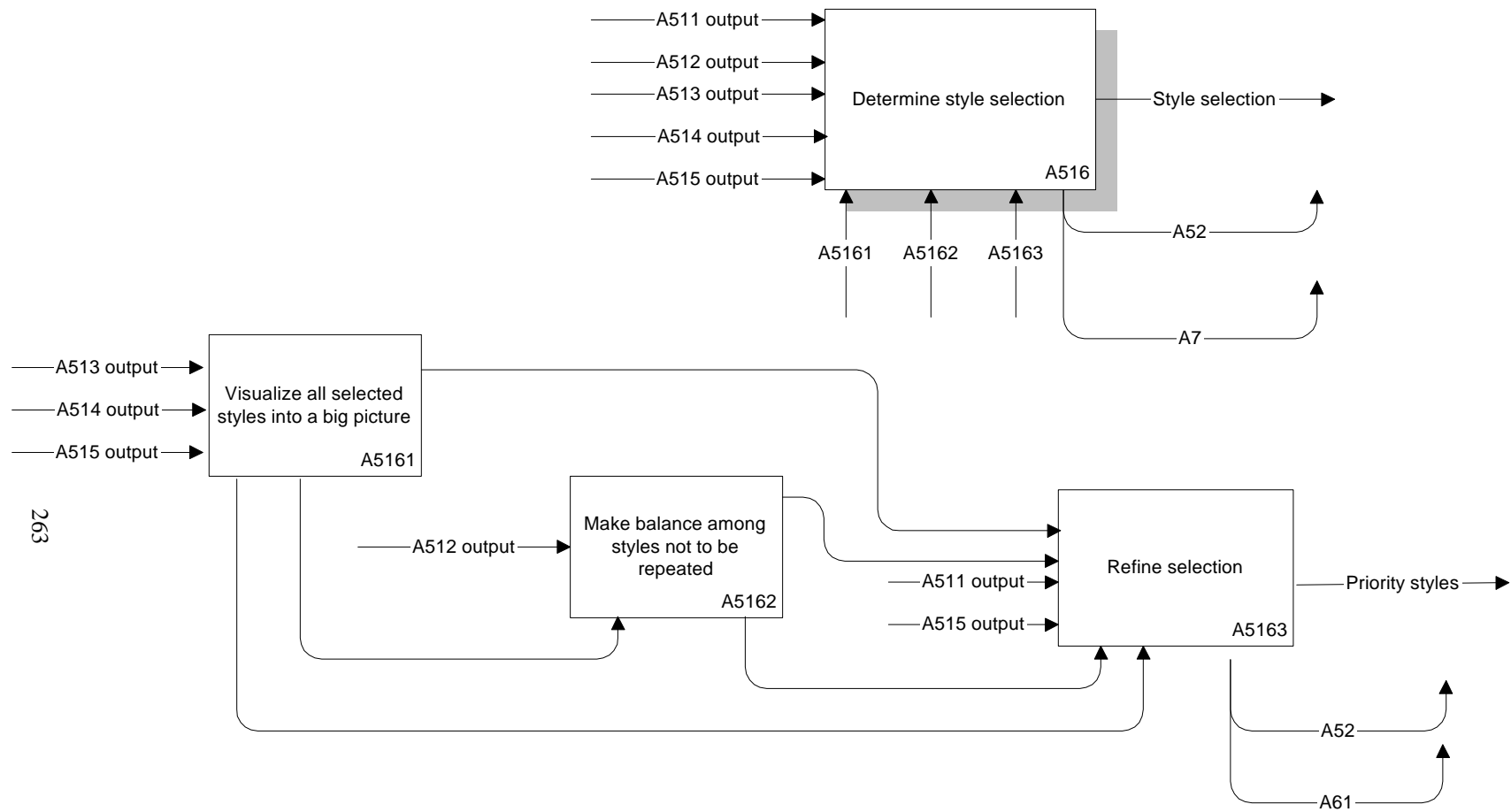


Figure 9-76. Assortment Planning Process: Style Selection Plan (A516, A5161-A5163) (Continued)

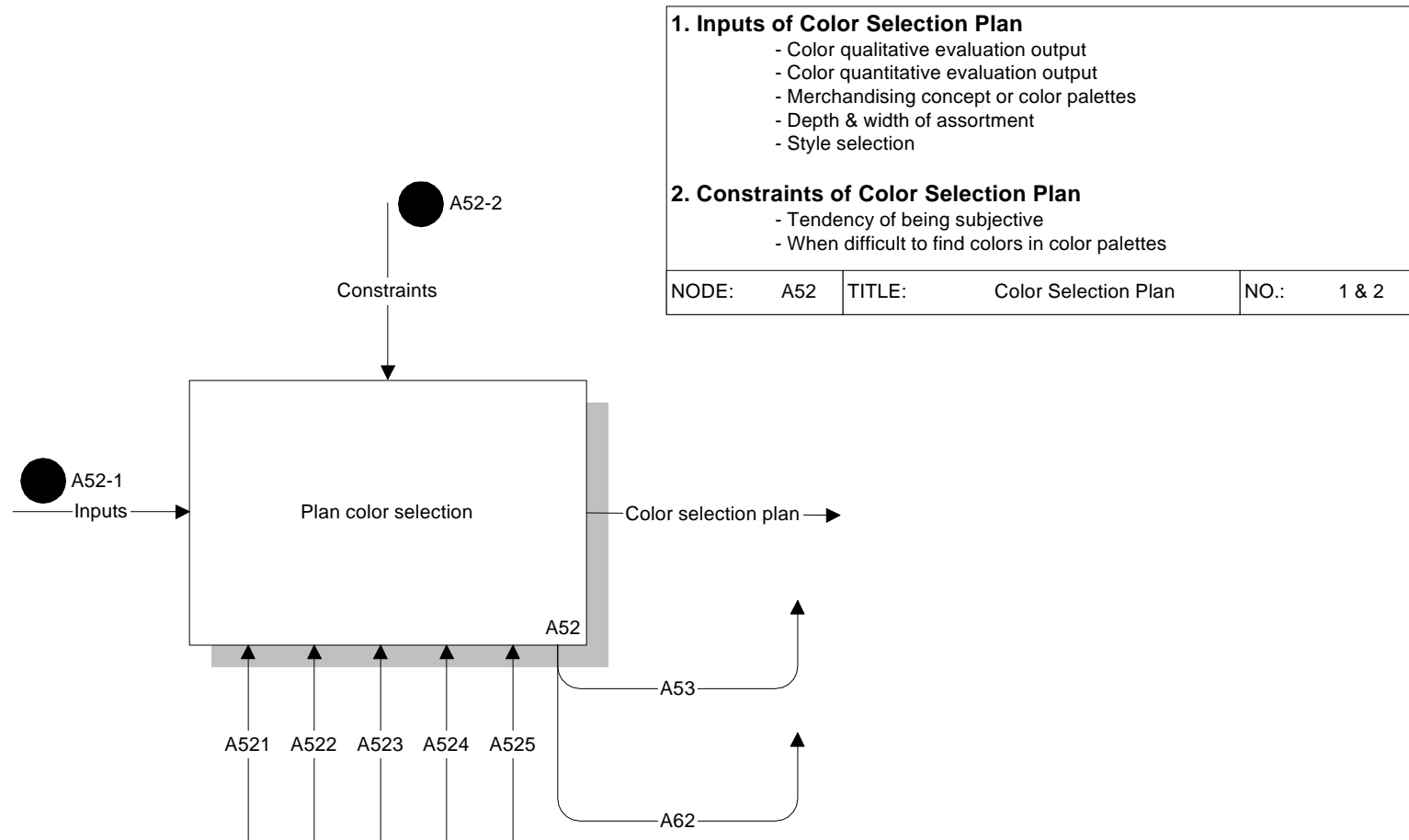


Figure 9-77. Assortment Planning Model: Color Selection Plan(A52) Diagram

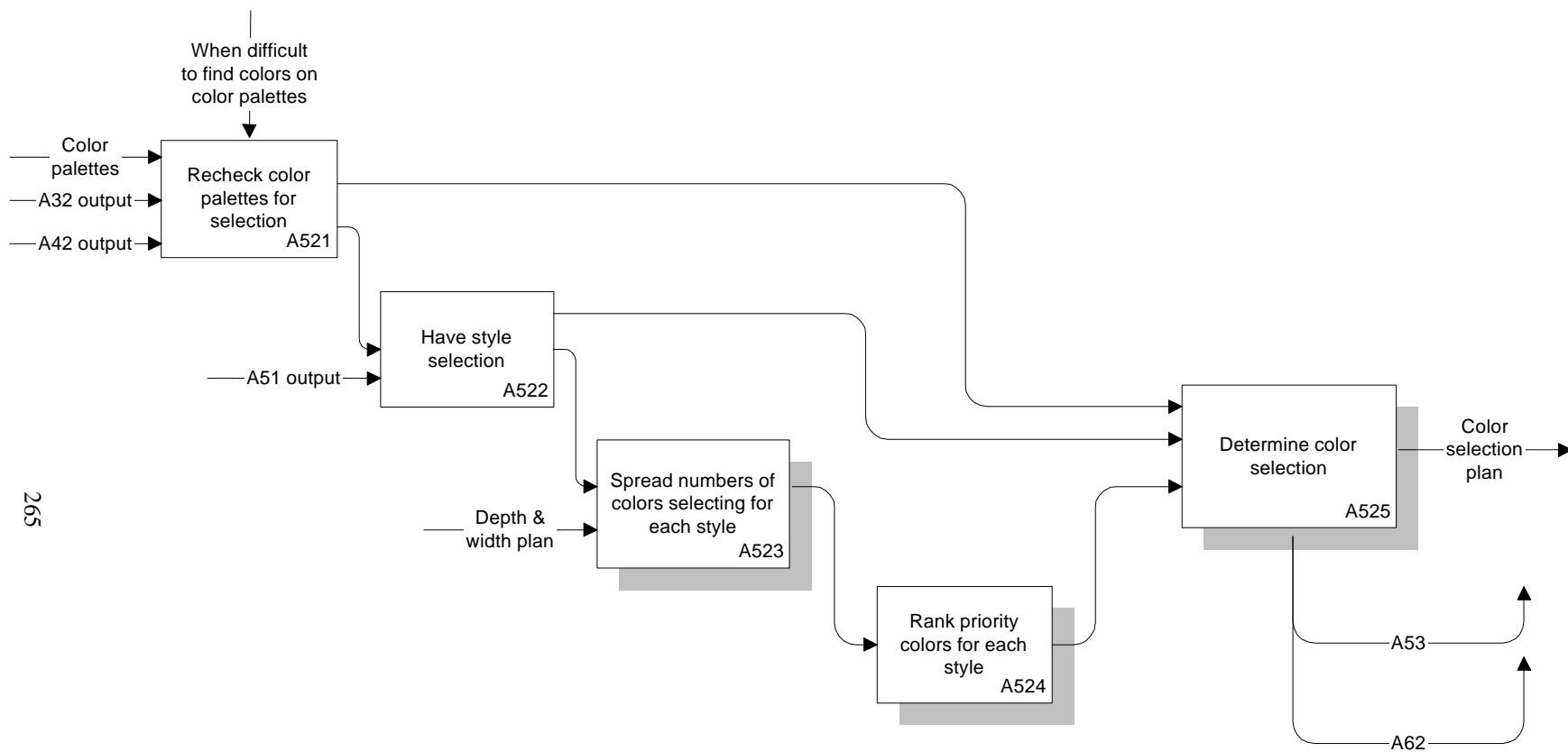


Figure 9-78. Assortment Planning Model: Color Selection Plan Process (A521-A525) (Continued)

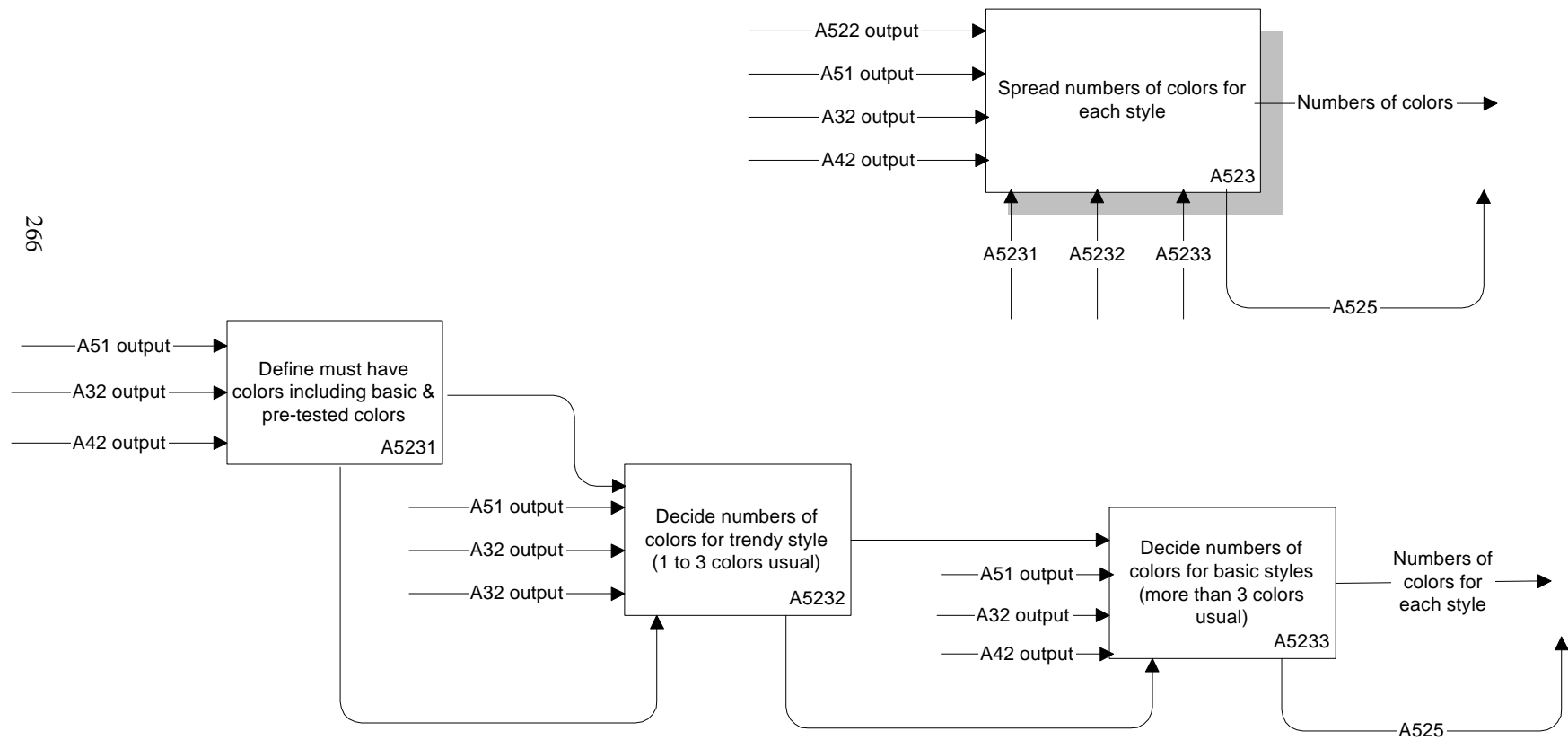


Figure 9-79. Assortment Planning Process: Color Selection Plan (A523, A5231-A5233) (Continued)

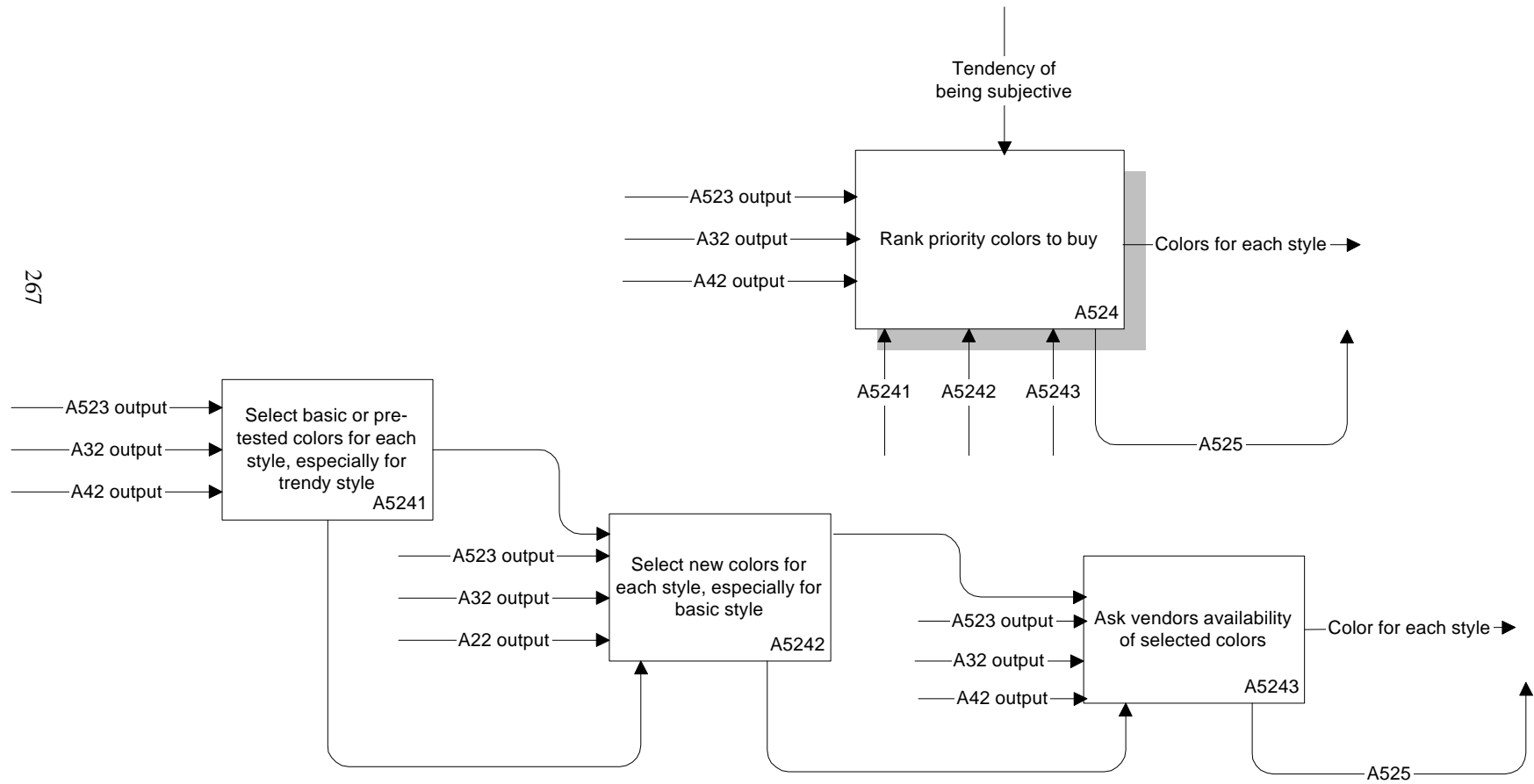


Figure 9-80. Assortment Planning Process: Color Selection Plan (A524, A5241-A5243) (Continued)



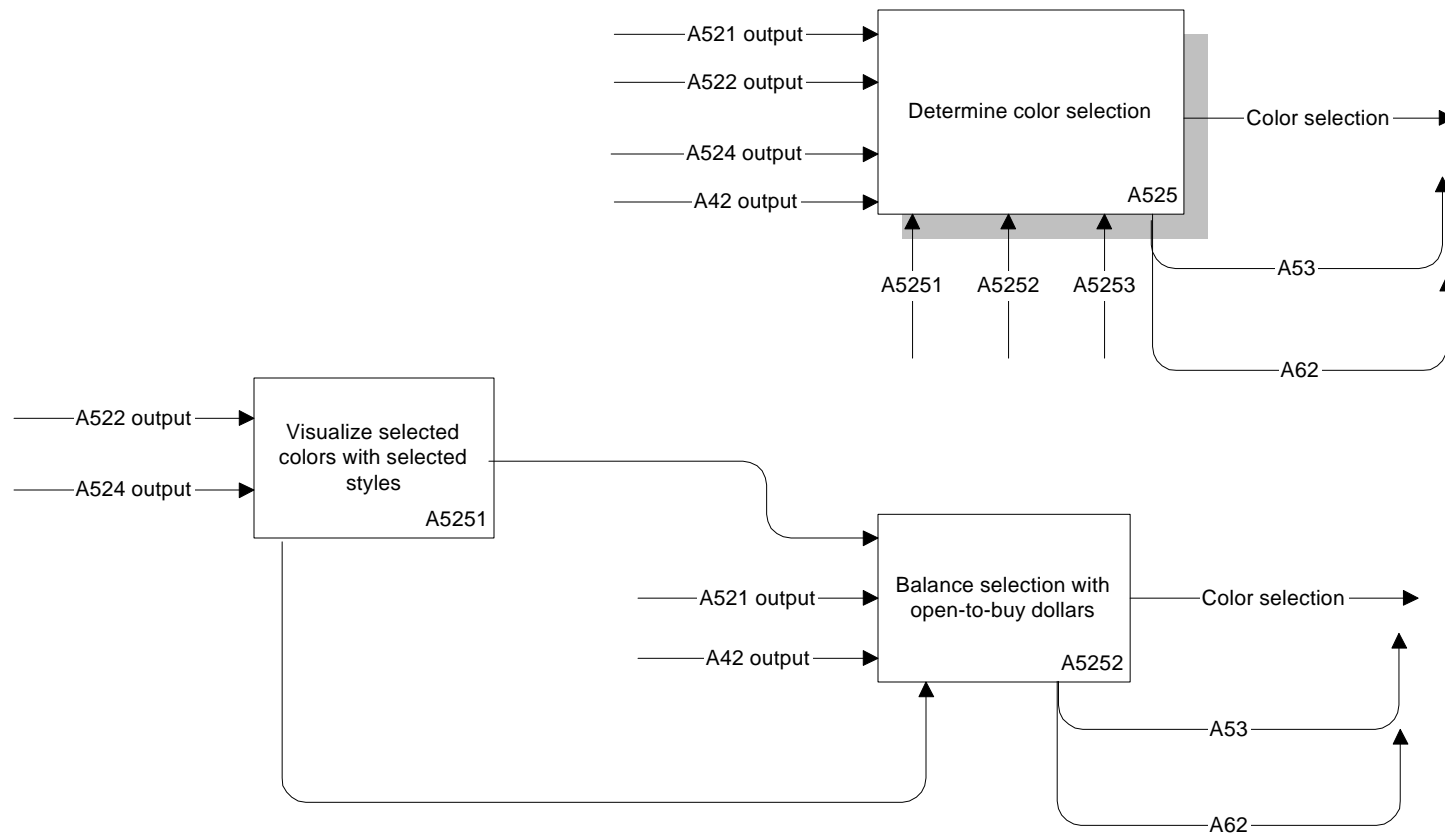


Figure 9-81. Assortment Planning Process: Color Selection Plan (A525, A5251-A5252) (Continued)

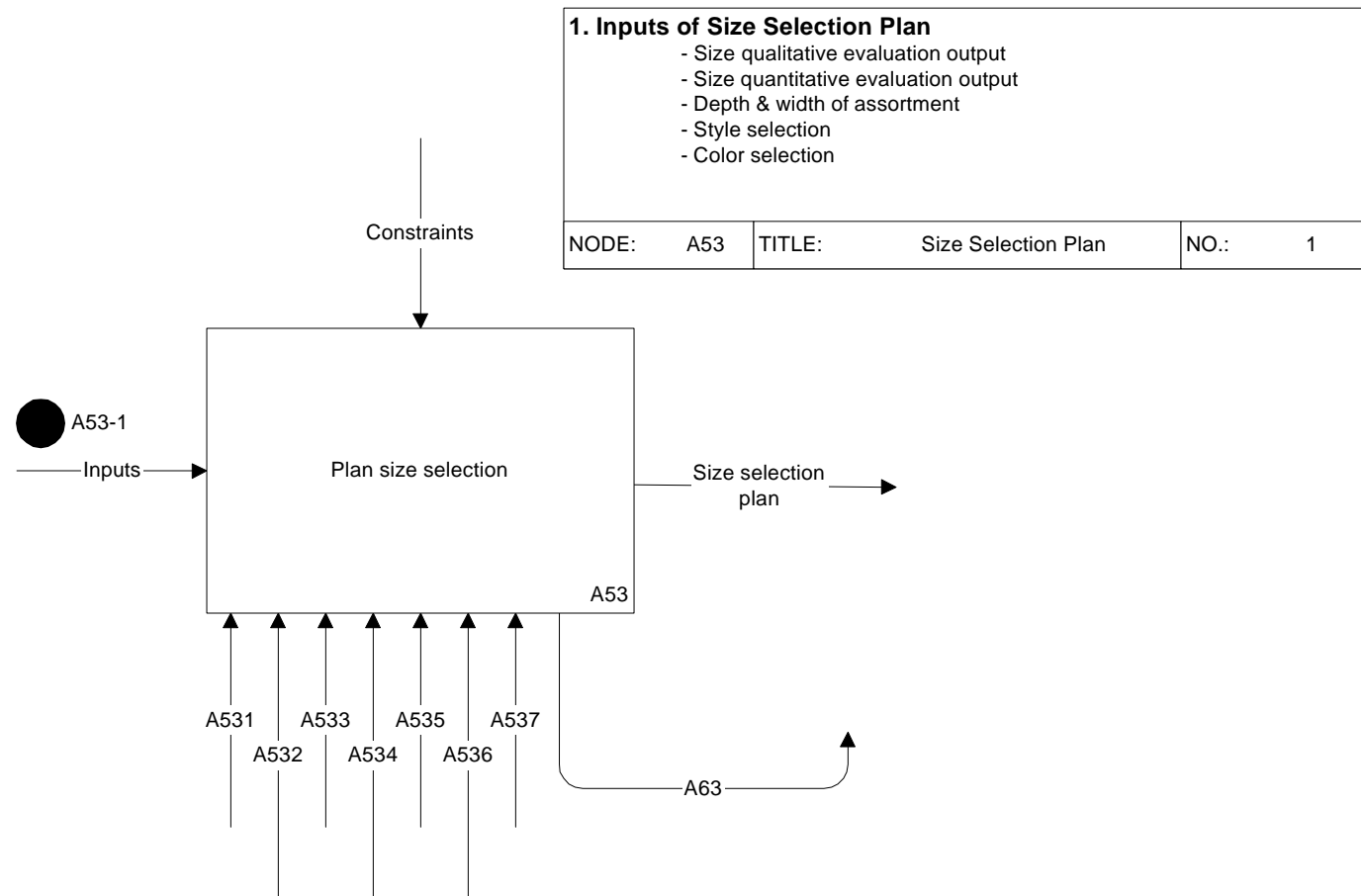


Figure 9-82. Assortment Planning Model: Size Selection Plan(A53) Diagram

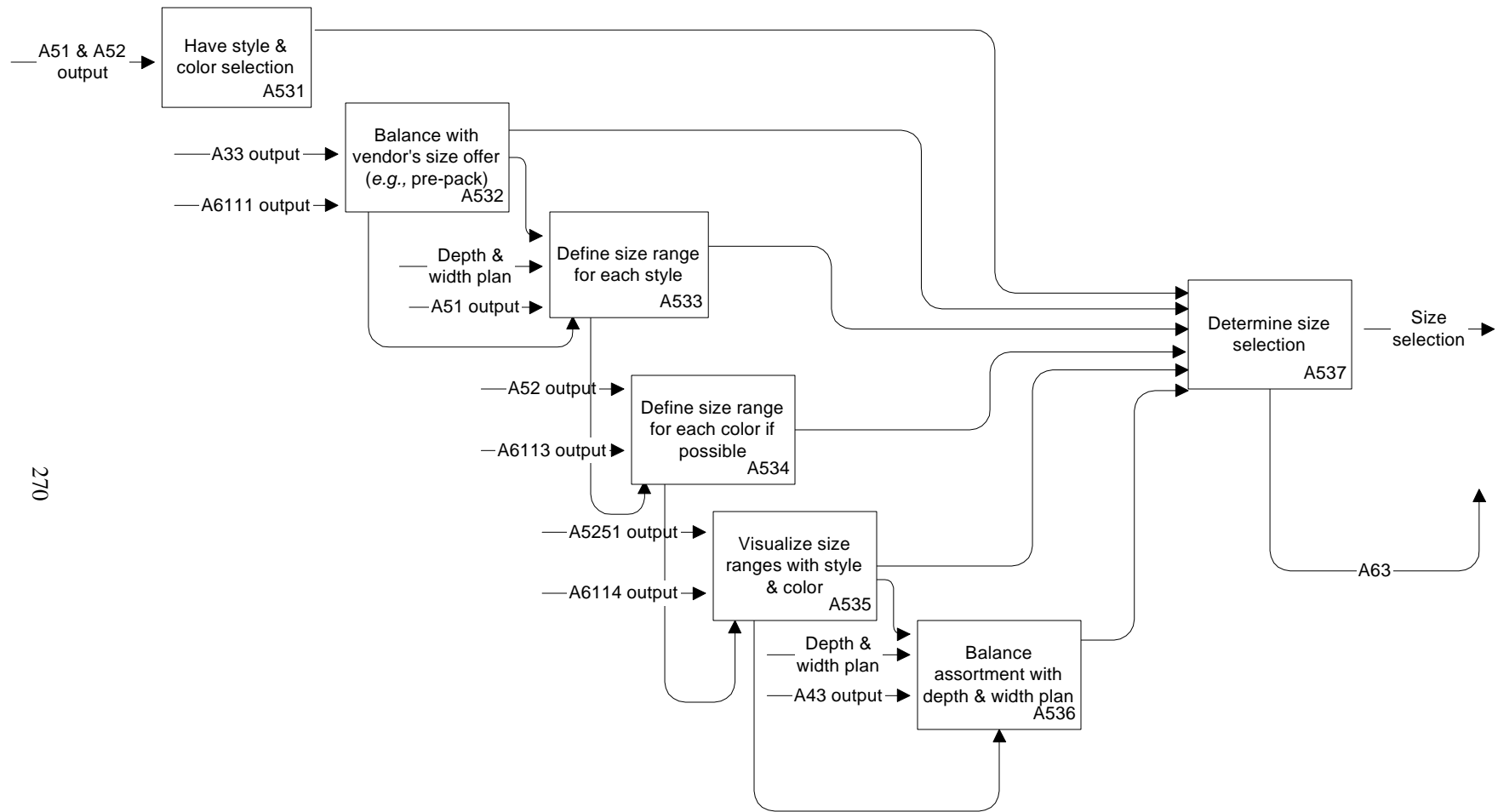


Figure 9-83. Assortment Planning Model: Size Selection Plan Process (A531-A537) (Continued)

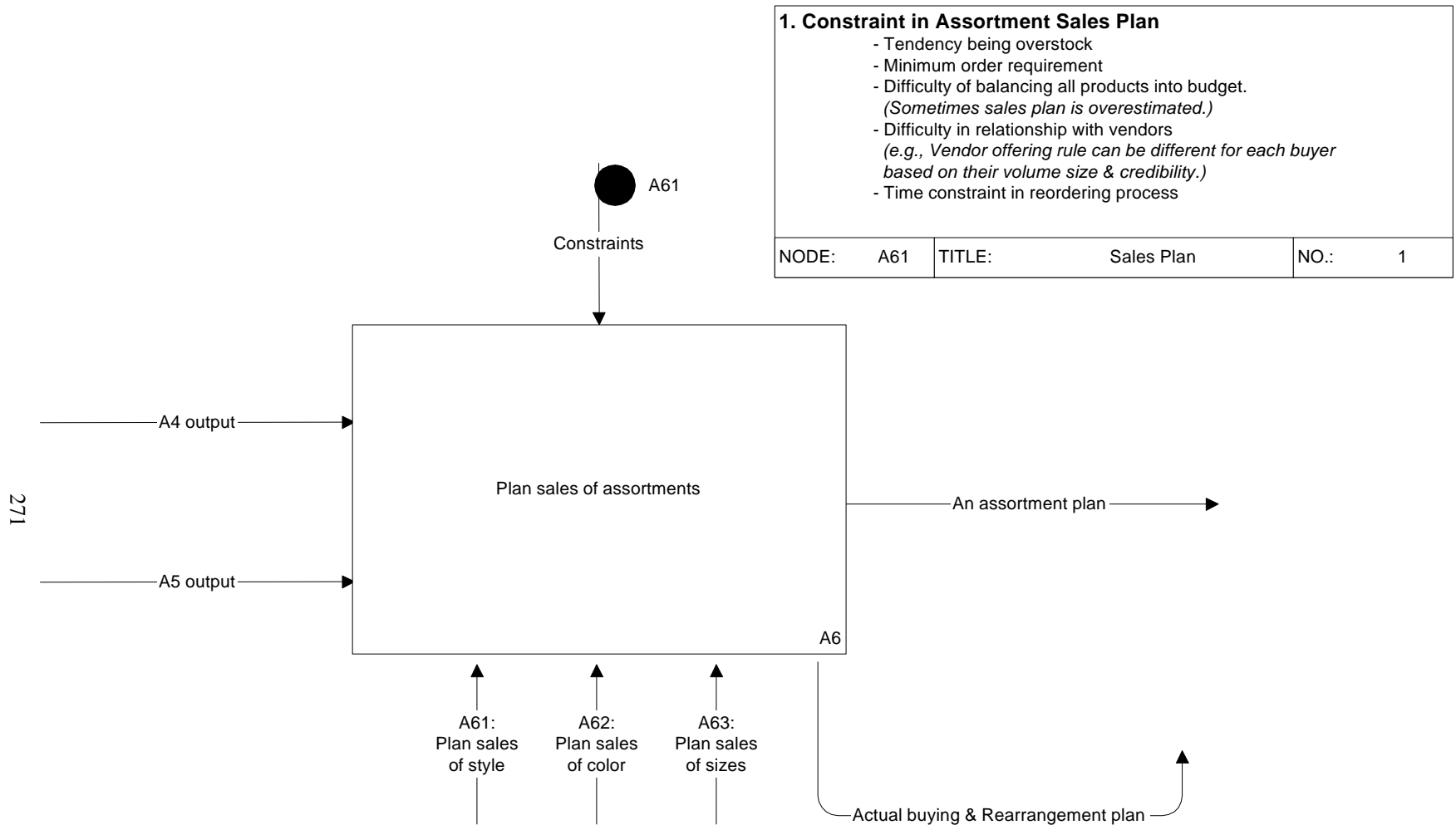


Figure 9-84. Assortment Planning Model: Assortment Sales Plan (A6) (Continued)

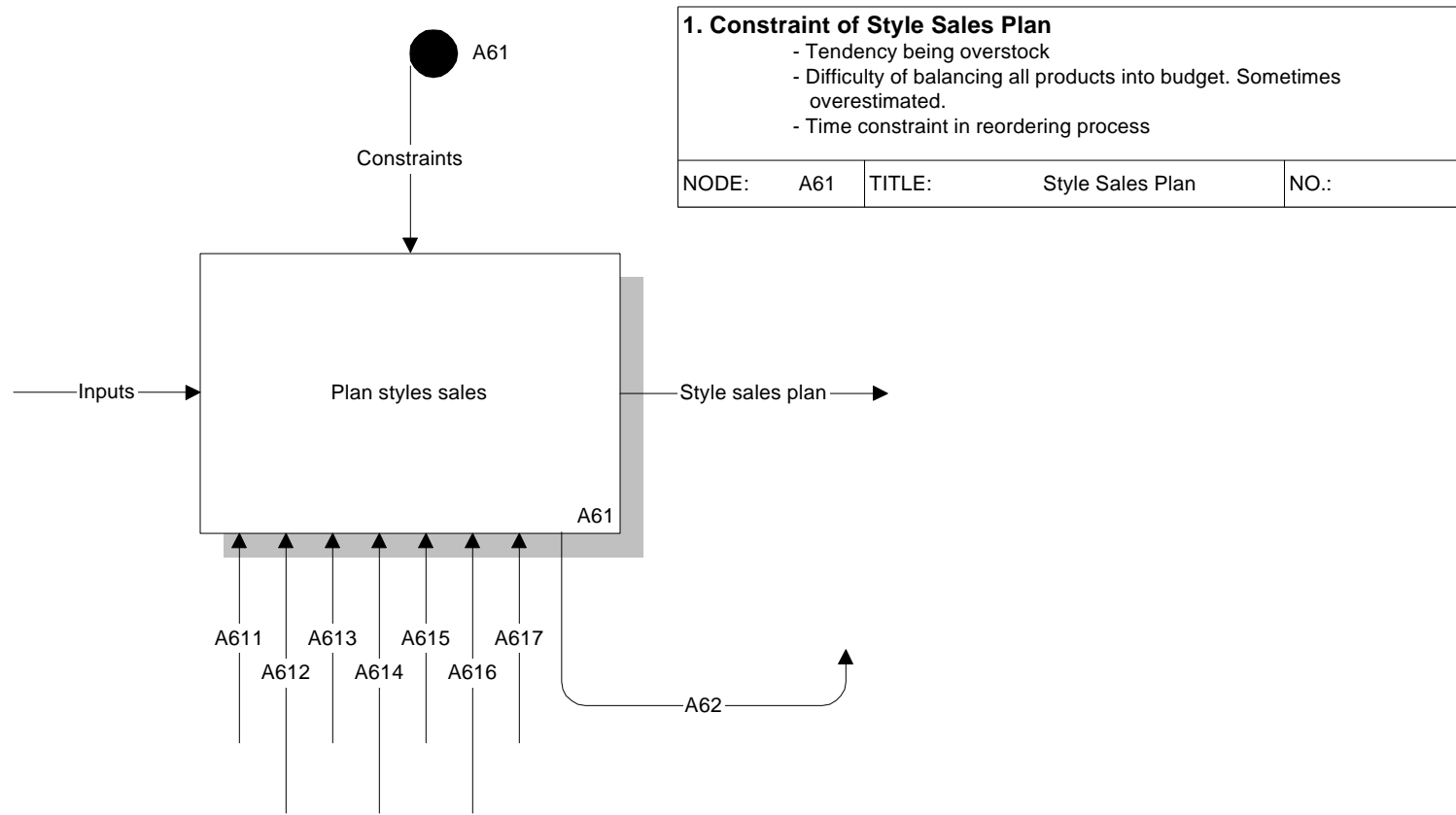


Figure 9-85. Assortment Planning Model: Style Sales Plan (A611) Diagram

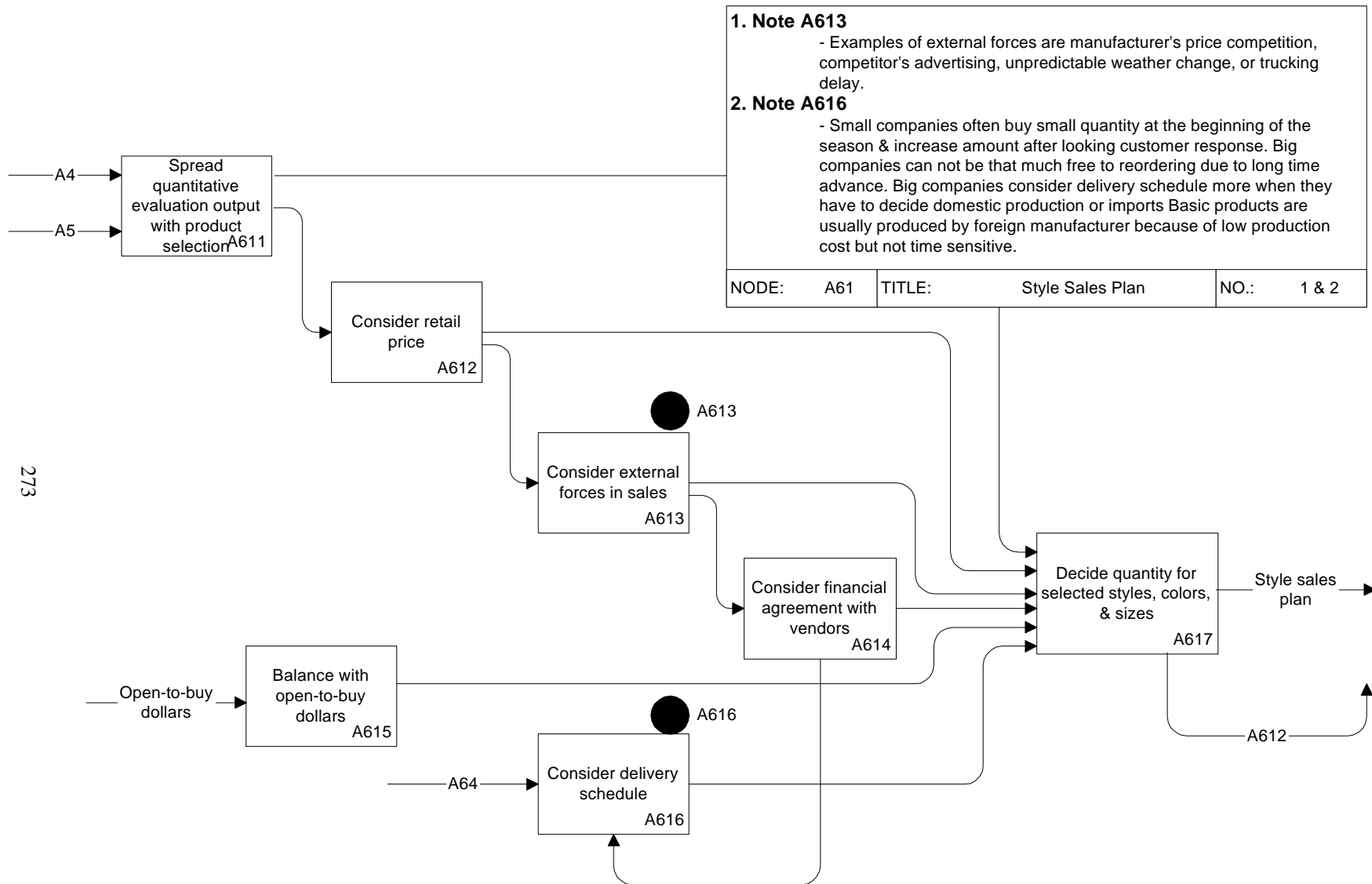


Figure 9-86. Assortment Planning Model: Style Sales Plan (A61-A67) (Continued)

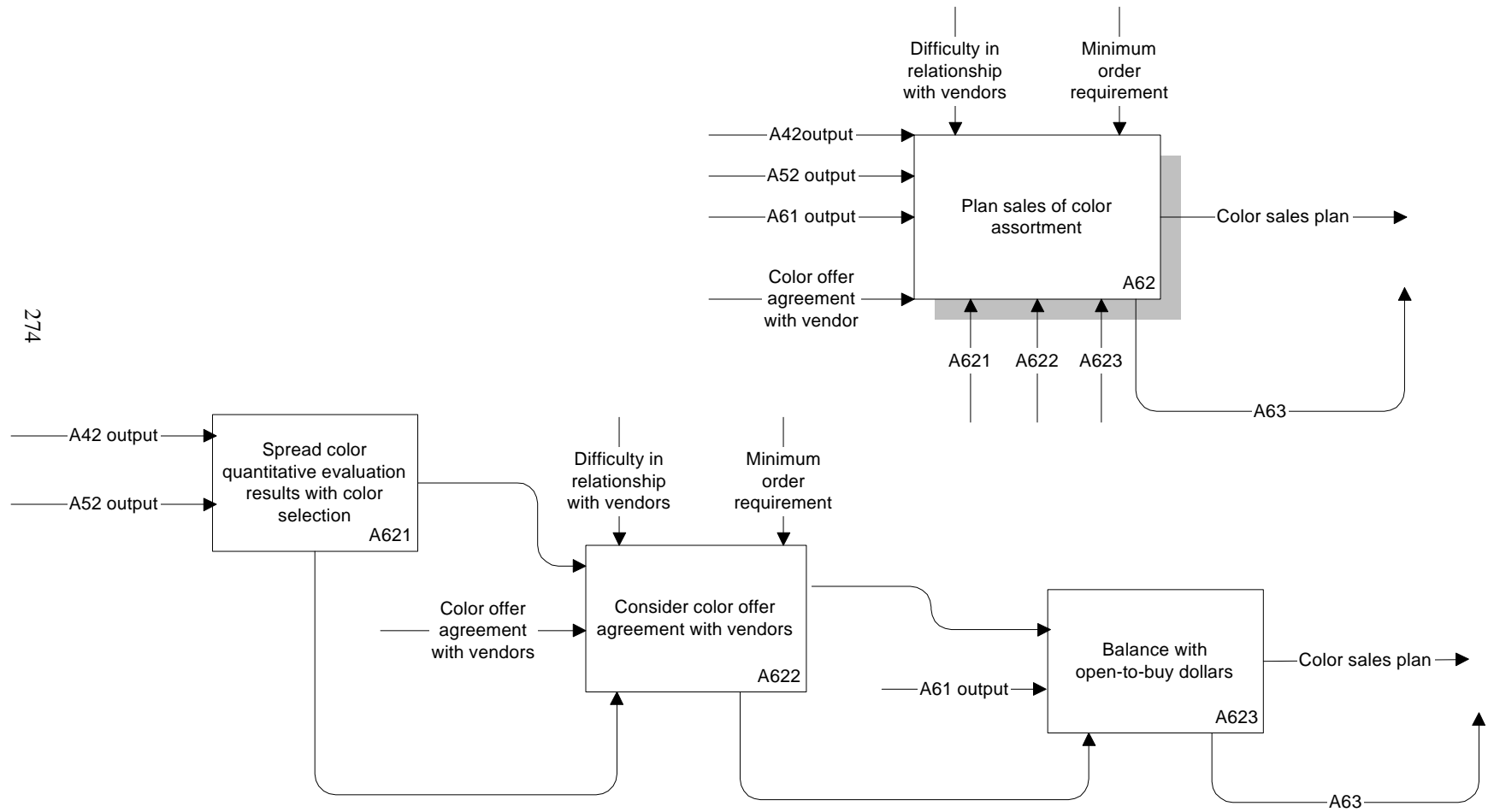


Figure 9-87. Assortment Planning Process: Color Sales Plan (A62, A621-A623) (Continued)

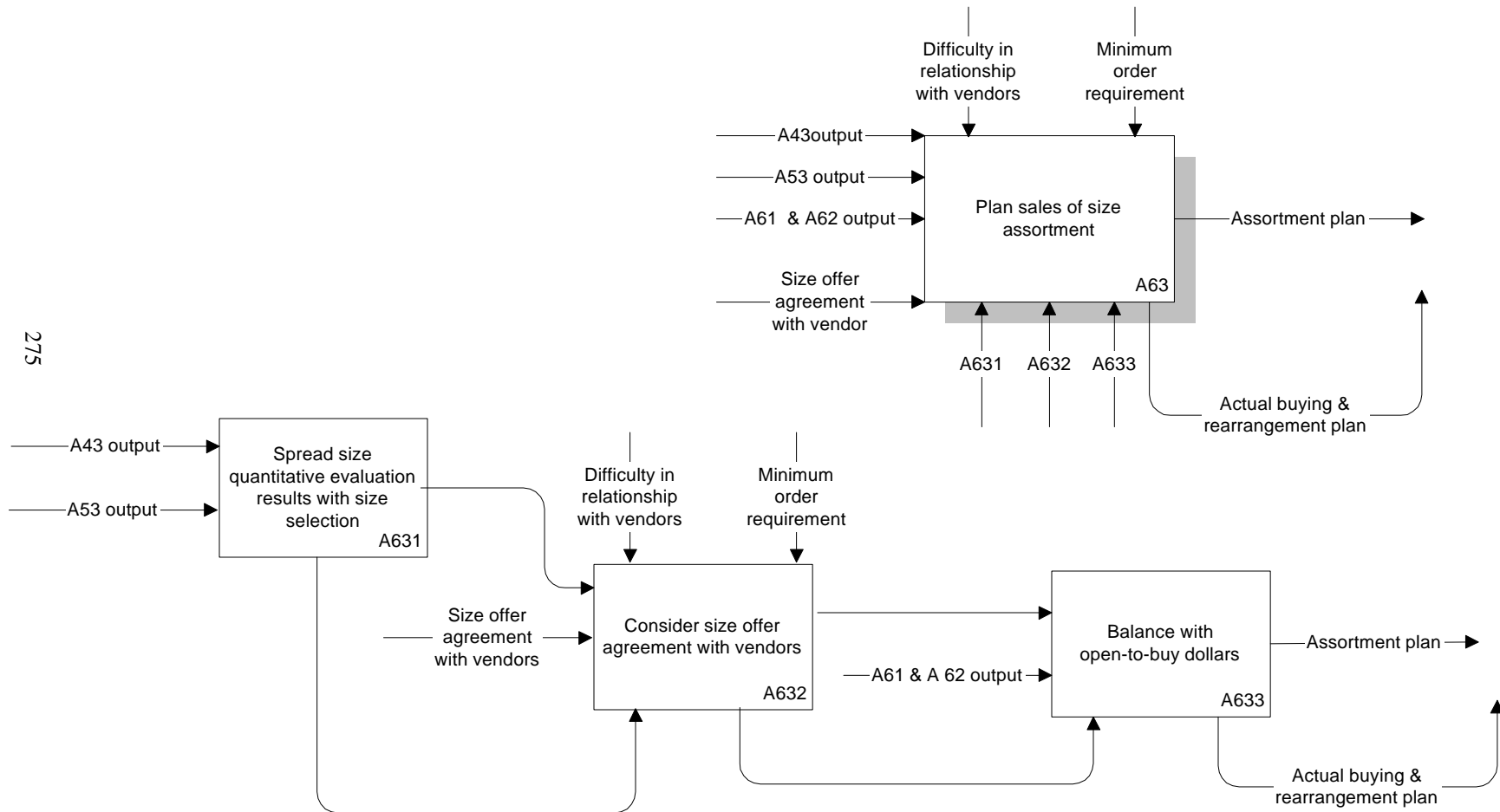


Figure 9-88. Assortment Planning Process: Size Sales Plan (A63, A631-A633) (Continued)