

"SEASON ?" Marketing demand as of:
Date of Update

SAMPLE CATALOG

NOTE: Only modify fields in "BLUE" - or BOXED.
ALL other fields are calculations.

		\$m	@ cost
1	initial season demand (\$m)	+ 14458	6072
2	addn'l demand (e.g. web)	+ 2000	840
3	= gross demand	16458	6912
4	less 'out of stock' cancels (inc.order rejects)	- 1646	691
5	= gross needs for the season	14812	6221
6	returns to good stock (rgs)	- 1703	715
7	carryin - repeat items	- 1012	425
8	est of overstock generated	+ 2829	1188
9	est of defective receipts (2%)	+ 333	140
10	total purchase plan \$	15259	6409
		=====	=====

----> (return % that can be recycled back into inventory as "returns to good stock.")
----> (of the "overstock generated in prior seasons or horizons, the value of inventory at cost that would be "carried into" the current season. In essence you are "buying" this inventory from one "horizon" to another. This in effect, is \$\$\$ already spent for the current season and directly reduces this year's Open To Buy.)

Assumptions:

- cost
- rgs (returns to good stock)
- fill rate
- "out of stock" cancels (inc.order rejects)
- est of ovstk (at cost) generated as a % of cost
- mark-up %

42.0%
11.5%
90.0%
10.0%
19.1%
58.0%

----> The percent of "gross needs - line #5, that you could afford to generate as overstock. A portion of this becomes line # 7 above for the next season/horizon's plan.

Definitions:

- oos = Out of Stock
- rgs = Returns to Good Stock (Usable returns)
- os = Overstock