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Merchandise Planning Workbook



Synopsis

The recipe for profitability is presented in Merchandise Planning Workbook. Focusing on the development of a six-month merchandise plan, the text explains how to use Excel 2007 as a tool to project sales, manage inventory, calculate the amount of merchandise to purchase, and adjust the price throughout the selling season. Application Exercises throughout the chapters familiarize students with each aspect of the plan, provide practice in inputting formulas and data, and demonstrate the impact of changing variables. Seven end-of-chapter assignments, when completed in sequence, produce a merchandise plan for a selling season. By mastering this important aspect of merchandising math, students can develop a marketable competency to help launch their careers in retailing. PLEASE NOTE: Purchasing or renting this ISBN does not include access to the STUDIO resources that accompany this text. To receive free access to the STUDIO content with new copies of this book, please refer to the book + STUDIO access card bundle ISBN 9781501395567.

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Book Information

Paperback: 208 pages

Publisher: Fairchild Books; First edition (January 28, 2010)

Language: English

ISBN-10: 1563677490

ISBN-13: 978-1563677496

Product Dimensions: 7.4 x 0.6 x 9.2 inches

Shipping Weight: 8 ounces (View shipping rates and policies)

Average Customer Review: 3.2 out of 5 stars Â Â See all reviews Â (8 customer reviews)

Best Sellers Rank: #700,108 in Books (See Top 100 in Books) #185 in Â Books > Business & Money > Processes & Infrastructure > Purchasing & Buying #234 in Â Books > Business & Money > Industries > Fashion & Textile #520 in Â Books > Business & Money > Industries > Retailing

Customer Reviews

This is a very clearly written guide and workbook for learning retail planning basics. It covers industry terminology and calculations, leading the reader through exercises in how to build a plan using Excel. If you complete the workbook then you will truly understand all the components which will give you a solid foundation for retail planning. If you're beyond the basics then this isn't the book you're looking for and that should be obvious from the book description. But for anyone else starting

out with little or no knowledge of planning this would be very helpful. If you're starting your own business or you're in merchandising and need to learn more about planning or you're in allocation and want to move into planning, this can help you.

This book needs a serious* edit. Most important: The 6-month plan is defective and users will see this while trying to perform Assignment Two. I advise professors to not use this textbook for their classes unless they have an alternative 6-month plan for their students to complete. On the other hand, the text is a stepping stone for merchandise planning as far as terminology and formulas.

As someone who is starting out in the retail planning field, this is a huge time saver for me. I can easily create planning excel worksheets that make sense without trying to reinvent the wheel. Now, I'm able to create and analyze my sales data with ease.

The book is really too simple. It would be useful to people who have no experience in merchandising or are studying merchandising for the first time.

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