



SPRING
75



TARGET MARKET

SPRING 75 is a collection that targets young women who seek a trendy and sophisticated style. They enjoy following the latest trends but want to remain professional at the same time. Our potential consumers are young professionals who enjoy being bold. They either have, or are seeking a career in the creative field and enjoy reflecting their personality through their clothing. Our target market values the strength and power of the younger generation and believe their voices and expressions should be heard. They live a simple lifestyle and take pride in their achievements and work.



CAPSUL COLLECTION



Green blazer
0001

Recycled polyester

Cost price: \$61.53

Wholesale price: \$98.45

Retail price: \$905.74



Rib-knit tank top
0002

Wool

Cost price: \$21.27

Wholesale price: \$37.22

Retail price: \$297.76



Green mini skirt with belt
0003

Recycled polyester

Cost price: \$35.07

Wholesale price: \$59.62

Retail price: \$468.02



White trench coat with buckle belt
0004

Organic cotton

Cost price: \$120.67

Wholesale price: \$174.97

Retail price: \$738.23



Cow print jeans
0005

Denim

Cost price: \$56.03


Wholesale price: \$86.85

Retail price: \$738.23

COMPARISON PRICE CHART

PRELIMINARY RESEARCH				NEW COLLECTION FOR TRUCULTURE					
PRODUCT DESCRIPTION	RETAILER COMPETITOR	SIZE BREAKDOWN	RETAIL SELLING PRICE	STYLE NUMBER	PRODUCT DESCRIPTION	COST PRICE OVERSEAS	WHOLESALE MARKUP in % &	WHOLESALE SELLING PRICE	SUGGESTED MARKUP % & RETAIL PRICE
MIRROR BUTTON DENIM JACKET	Lecavalier + Edito	S-L	\$925.00	#OOO1	GREEN SINGLE BUTTON BLAZER	\$61.53	61.53x0.60 = \$36.92	\$98.45	820% = \$905.74
COLOURFUL WAVE BUTTONED CAMI	Lecavalier + Edito	S-L	\$350	#OOO2	RIB-KNITTED TANK TOP	\$21.27	21.27x0.75 = \$15.95	\$37.22	700% = \$297.76
BUTTONED A-LINE DENIM SKIRT	Lecavalier + Edito	26-32	\$505	#OOO3	GREEN MINI BELTED SKIRT	\$35.07	35.07x0.70 = \$24.55	\$59.62	685% = \$468.02
COWBOY JACKET	Lecavalier + Edito	S-L	\$1,950.00	#OOO4	LONG WHITE TRENCH COAT WITH BUCKLE BELT	\$120.67	120.67x0.45 = \$54.30	\$174.97	895% = \$1,740.95
FAUX-SUEDE BAND STRAIGHT PRANT	Lecavalier + Edito	26-32	\$775.00	#OOO5	COW PRINT DENIM PANTS	\$56.03	56.03x0.55 = \$30.82	\$86.85	750% = \$738.23

QUALITY CONTROL CHECK LIST

PRODUCTION SAMPLE		REASONS	REJECTED	ACCEPTED	COMPLETE THE CHECKLIST		
Quality Control Check list					Specifications (measurements) are within acceptable standards		
					Fabric quality, weight, pilling, damaged		
Date 2022					Fabric Shrinkage test		
Style #0001-1					Fabric combination (right placement, lining etc.)		
					Topstitching (correct placement/ colors etc.)		
					Stitching (correct seam tension, seams are not ripping etc.)		
		Buttons are not attached properly	x		Colors (match lap dip approvals)		
		Seems are threading	x		Flaps (length and width)		
					Pockets (length and width)		
					DETAILS		
					Buttons (size, quality, placement, colors)		
					Main label		
					Care label		
					Handtag		
					UPC CODE		
					Hanger instructions (from your PO)		
					Pressing (IF applicable from PO)		

LINE PLAN

Category	Category Item	Assortment	SKU's
Tank top	Tank top Style #0002	2 Styles, 4 Sizes, 2 Colors	45 SKU's
Blazers	Blazer Jacket Style #0001-1 cropped blazer #0001-2	1 Style, 4 Sizes, 2 Colors 1 Style, 4 Sizes, 2 Colors	39 SKU's 39 SKU's
Pants	Cow print jeans Style #0005-1 Flair pants #0005-2	1 Style, 4 Sizes, 2 Colors 1 Style, 4 Sizes, 2 Colors	39 SKU's 39 SKU's
Skirts	Belted mini skirt Style #0003-1 Buttoned skirt Style #0003-2	1 Style, 4 Sizes, 2 Colors 1 Style, 4 Sizes, 2 Colors	39 SKU's 39 SKU's
Trench coats	Belted trench coat #0004-1 Buttoned trench coat Style #0004-2	1 Style, 4 Sizes, 1 Color 1 Style, 4 Sizes, 1Color	39 SKU's 39 SKU's
Total SKU's			201 SKU's

ASSORTMENT PLAN & PURCHASE ORDER

Assortment Plan								
BUDGET: \$115,000	UNIT PRICE \$98.45		#UNITS 1168					
STYLE#	DESCRIPTION	SIZES	S	M	L	XL	TOTAL	
		Size Distribution (%)	25%	30%	30%	15%		
		COLOURS	292	350	350	175		
OOO1-1	Blazer	Black (50%)	146	175	175	88	584	
		Light green (25%)	73	88	88	44	292	
		Cream (25%)	73	88	88	44	292	
		Total					1168	
			25%	30%	30%	15%		
Assortment Plan								
BUDGET: \$115,000	UNIT PRICE \$95.00		#UNITS 1211					
STYLE#	DESCRIPTION	SIZES	S	M	L	XL	TOTAL	
		Size distribution (%)	30%	30%	20%	20%		
		COLOURS	363	363	242	242		
OOO1-2	Cropped blazer	Black (40%)	145	145	97	97	484	
		Green (30%)	109	109	73	73	363	
		Cream (30%)	109	109	73	73	363	
		Total					1211	
			30%	30%	20%	20%		

SHIP TO		Vendor		SHIPPING INSTRUCTIONS		PURCHASE ORDER	
720 Rue Pierre, LaSalle, QC. A1B 2C3		Guangzhou Jinxin Lweather Trade Co.		FOB by BOAT		10004	
INVOICE TO						TERMS & CONDITIONS	
835 Rue de la Montagne, Montreal, QC A1B 2C3 TEL: (514) 678-0123						1. Return to vendor due to vendor's cause will result in vendor being charged . 2. Vendor accepts responsibility for return freight charges of defective merchandise. 3. Styles shipped after the cancel date will be subject to a minimum 20% discount.	
				PAYMENT TERMS			
				2/10 NET 30			
		ORDER DATE	CANCEL DATE	DELIVERY			
		03/01/2022	19/04/2022	14/04/2022			

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