



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 achievments 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



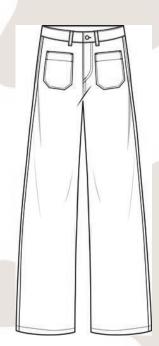
Green mini skirt with belt 0003 Recycled polyester

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

COST SHEET

SPRING 75												
23,000,00												
			COST S	HEET								
sabella Pettinicchi OFFSHORE	RETAIL: Simons		2,000,000	COLLECTION:	Spring 75							
Dec. 14, 2020	SEASON: S/S 22											
LEATHER BLAZER	DATE: DEC 14, 2020											
	STYLE #: 0001			PATTERN #: 0003								
	MATERIALS	DESCRIPTION	SUPPLIER	QUANTITY	PRICE	TOTAL						
	FARBIC: Recycled polyester https://www.alibaba	1	Jiaxing Junfa Jet weaving co.	es e	\$15.00 US/meter \$19.18							
	FABRIC: Polyester https://www.alibabs .com/product-detail /High-Polyester-Lin	1 100% polyester	Ltd. suzhou tianhong co. ltd.	1,53 meters	\$1,50 US \$2,00 CAN	\$38.36 CAN \$4.00 CAN						
	BUTTONS https://www.alibabs .com/product-detail /4-hole-black-butto ns-22mm-in 16000	4 hole black	Ningbo yusioga international trading company	1 piece	\$0.08/piece US \$0.11/pieceCAN							
		111 5126. 136511.	SHIPP	LA ESTATA	SO. TIPIBOGONIA	90.11 CAN						
	HANGER:		JOHN BATTS		1 \$25/500= \$0.05	\$0.05						
	POLYBAG:		JOHN BATTS		1 \$12/1500= \$0.01	\$0.03						
	LABEL:	77	RUCULTURE LAE		1 \$25/500= \$0.05	\$0.10						
	LABEL:	11	OUR	\$25/500= \$0.05	\$0.10							
	TRANSPORTATIO	4	Ø.									
	N	9			\$0.50	\$0.51						
	LABOUR			8	\$9.00	\$9.00						
		No	î	0.	TOTAL	\$52.14						
	DUTY	:	CHINA		18%	\$9.39						
		100		0.	TOTAL	\$61.53						
SPRING 75												
	COST SHEET											
sabella Pettinicchi DOMESTIC	RETAIL: Simons COLLECTION: SPRING 75											
Dec. 14, 2020	SEASON: S/S 22											
GREEN BLAZER	DATE: DEC 14, 2020											
	STYLE #: 0001 PATTERN #: 0003											
	MATERIALS	DESCRIPTION	SUPPLIER	QUANTITY	PRICE	TOTAL						
	FARBIC: Recycled polyester https://www.alib		liaxing Junfa let weaving co. .td.	1,53 meters	\$15.00 US/meter \$19.18 CAN/meter	\$38.36 CAN						
	FABRIC: Polyester https://www.alib aba.com/produc		suzhou ianhong co. ltd.	2 maters	\$1,50 US \$2,00 CAN	\$4.00 CAN						
	BUTTONS	4 hole black i	Ningbo yusioga nternational rading	_ mode	\$0.08/piece US	4-1.00 Oni4						
	t-detail/4-hole-bl			1 piece	\$0.11/pieceCAN	\$0.11 CAN						
				·								
			JOHN BATTS	1	\$25/500= \$0.05	\$0.05						
	HANGER:		001111 221110		\$23/300-\$0.03	4						
	HANGER: POLYBAG:		JOHN BATTS	1	\$12/1500= \$0.01	\$0.01						
		TRU	JOHN BATTS JCULTURE LAB	1								
	POLYBAG: LABEL:	TRU	JOHN BATTS	1	\$12/1500= \$0.01	\$0.01						
	POLYBAG: LABEL: TRANSPORTAT ION	TRI	JOHN BATTS JCULTURE LAB	1	\$12/1500= \$0.01 \$25/500= \$0.05 \$0.50	\$0.01 \$0.10 \$0.51						
	POLYBAG: LABEL: TRANSPORTAT	TRI	JOHN BATTS JCULTURE LAB	1	\$12/1500= \$0.01 \$25/500= \$0.05 \$0.50 \$9.00	\$0.01 \$0.10 \$0.51 \$9.00						
	POLYBAG: LABEL: TRANSPORTAT ION	TRI	JOHN BATTS JCULTURE LAB	1	\$12/1500= \$0.01 \$25/500= \$0.05 \$0.50	\$0.01 \$0.10 \$0.51 \$9.00						
	POLYBAG: LABEL: TRANSPORTAT ION LABOUR	TRI	JOHN BATTS JCULTURE LAB	DUR	\$12/1500= \$0.01 \$25/500= \$0.05 \$0.50 \$9.00 TOTAL	\$0.01 \$0.10 \$0.51 \$9.00 \$52.14						
	POLYBAG: LABEL: TRANSPORTAT ION	TRI	JOHN BATTS JCULTURE LAB	1	\$12/1500= \$0.01 \$25/500= \$0.05 \$0.50 \$9.00 TOTAL	\$0.01 \$0.10 \$0.51 \$9.00 \$52.14						
	POLYBAG: LABEL: TRANSPORTAT ION LABOUR DUTY	TRI	JOHN BATTS JCULTURE LAB	DUR	\$12/1500= \$0.01 \$25/500= \$0.05 \$0.50 \$9.00 TOTAL 18% TOTAL	\$0.01 \$0.10 \$0.51 \$9.00 \$52.14 \$9.39 \$61.53						
	POLYBAG: LABEL: TRANSPORTAT ION LABOUR	TRI	JOHN BATTS JCULTURE LAB	DUR	\$12/1500= \$0.01 \$25/500= \$0.05 \$0.50 \$9.00 TOTAL	\$0.01 \$0.10 \$0.51 \$9.00 \$52.14						

COMPARISON PRICE CHART

PRELIMINARY F	RESEARCH			NEW COLLECT	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	<u>Lecavalier +</u> <u>Edito</u>	S-L	\$925.00	#0001	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	#0002	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	#0003	GREEN MINI BELTED SKIRT	\$35.07	35.07x0.70 = \$24.55	\$59.62	685% = \$468.02			
COWBOY JACKET	<u>Lecavalier +</u> <u>Edito</u>	S-L	\$1,950.00	#0004	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	#0005	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	3 6
Quality Control Check list				Specifications (measurements) are within acce	eptable 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	t ripping etc.)
	Buttons are not attached properly	x		Colors (match lap dip approvals)	
				Flaps (length and width)	
	Seems are threading	x		Pockets (length and width)	
				DETAILS	
				Buttons (size, quality, placement, colors)	
	/ _			Main label	
7				Care label	
				Handtag	
				UPC CODE	
				Hanger instructions (from your PO)	
				Pressing (IF applicable from PO)	18

LINE PLAN

Category	Category Item	Assortment	SKU's
			<u> </u>
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	T -1 1 - 01 1 - #0000	Control tolera Colora	15 G10 II-
Tank top	Tank top Style #0002	2 Styles, 4 Sizes, 2 Colors	45 SKU's
			l
			l
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
Diazera	Clopped blazel #0001-2	1 Style, 4 Sizes, 2 SSISIS	39 300 9
	0 1-1 Obdo #000E 4	1 On to 1 O'read O Onland	
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
		1 5 7 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	
	Belted mini skirt Style #0003-1	1 Style, 4 Sizes, 2 Colors	39 SKU's
Skirts	Buttoned skirt Style #0003-2	1 Style, 4 Sizes, 2 Colors	39 SKU's
	Belted trench coat #0004-1		
	Buttoned trench coat Style	1 Style, 4 Sizes, 1 Color	39 SKU's
Trench coats	#0004-2	1 Style, 4 Sizes, 1Color	39 SKU's
Total SKU's			201 SKU's

ASSORTMENT PLAN & PURCHASE ORDER

Assortment Pla	an						
BUDGET: \$115,000	UNIT PRICE \$98.45	#UNITS 1168					
		SIZES	S	M	L	XL	TOTAL
		Size Distribution (%)	25%	30%	30%	15%	
STYLE#	DESCRIPTION	COLOURS	292	350	350	175	
0001-1	Blazer	Black (50%)	146	175	175	88	58
		Light green (25%)	73	88	88	44	29
		Cream (25%)	73	88	88	44	299
		Total					1168
			25%	30%	30%	15%	
Assortment Pla	an						
BUDGET: \$115,000	UNIT PRICE \$95,00	#UNITS 1211					
		SIZES	S	M	L	XL	TOTAL
		Size distribution (%)	30%	30%	20%	20%	
STYLE#	DESCRIPTION	COLOURS	363	363	242	242	
0001-2	Cropped blazer	Black (40%)	145	145	97	97	484
		Green (30%)	109	109	73	73	360
		Cream (30%)	109	109	73	73	360
		Total					121
			30%	30%	20%	20%	

	SHIP TO														
	·	Vendor				SHIPPING IN	STRUCTIONS			PURCHAS	SE ORDER				
720 R	720 Rue Pierre, LaSalle, QC.							10004							
	A1B 2C3					FOB by BOAT					TERMS & C	ONDITIONS			
			Guangzhou Jinxin Lweather Trade Co.			,				ndor due to ven	dor's cuase will		being charged.		
	INVOICE TO			1											
		1		1		PAYMEN	T TERMS		Vendor accepts responsibility for return freight charges of defective merchandise. Styles shipped after the cancel date will be subject to a minimum 20% discount.						
835	835 Rue de la Montagne.			2/10 /	NET 30										
Mo	ontreal, QC A1B 2C3	ORDER DATE CANCEL DATE				DELI	VERY								
т	TEL: (514) 678-0123	03/01/2022		19/04/2022		14/04	/2022								
														-	
STYLE		DESCRIPTION			COLOUR	QTY		s	м		XL		Total Units	COST	
	Blazer made of recycled polye				BLACK	584		146	175	175	88		iotal ollits	2001	
	Packaging Instructions:				LIGHT GREEN	292		73	88	88	44				
	TC labels & hang tags				CREAM	292		73	88	88	- 44		1168		
	Price tickets t/b sent by TC									-				\$114,989.60	
	Individually wrapped & packet	d flat		-											
	by size				BLACK	484		145	145	97	97				
	Boxes clearly marked with con	itents			GREEN	363		109	109	73	73			. 11	
	Packing & folding info sent sep	perately			CREAM	363		109	109	73	73		1211	\$115,045	
	NO STAPLES IN BOXES										Subtotal			\$230,035	
	Boxes lined to prevent moistur	re									Sales Tax				
0001-2	Cropped blazer made of recycl	led polyester									Total			\$230,035	
	Packaging Instructions:	·													
	TC labels & hang tags														
	Price tickets t/b sent by TC	/b sent by TC													
	Individually wrapped & packet	d flat													
	by size														
	Boxes clearly marked with con														
	Packing & folding info sent sep	perately													
	NO STAPLES IN BOXES														
	Boxes lined to prevent moisture														