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Simons + LECAVALIER

Target market

Psychographic Environment

Achievers:

- ↓ Goal oriented and hard workers
- ↓ Private, professional and fully scheduled
- ↓ Believe money is the source of authority
- ↓ Committed to family and job

A: social activities, shopping

O: want everything, love to be well dressed

I: clothing, music, events

V: family, ecology, friends

Geographic Environment

- Women between 25 to 50 years old
- Have young children, or not
- Single or in a relationship
- Homeowner or lease across city
- Yearly salary between \$50,000 & \$80,000
- Self employed or office worker
- Interest for local fashion
- Live in Canada
- College or university degree

Capsule collection



Style #: 1001
Description: Long dress
Fabric: Bamboo & Spandex
Cost price: 120\$
Wholesale price: 162\$
Retail price: 300\$



Style #: 3001
Description: Fancy flare jeans
Fabric: Denim
Cost price: 100\$
Wholesale price: 135\$
Retail price: 250\$



Style #: 5001
Description: Authentic cashmere long coat
Fabric: Wool and cashmere
Cost price: 200\$
Wholesale price: 270\$
Retail price: 500\$



Style #: 2001
Description: Casual middle skirt
Fabric: Satin crepe
Cost price: 80\$
Wholesale price: 108\$
Retail price: 200\$



Style #: 4001
Description: The silk blouse
Fabric: Silk
Cost price: 64.85\$
Wholesale price: 87.55\$
Retail price: 162.13\$

Cost sheet

Retailer: Simons			
Season: S/S 2022			
Date: Mar. 2nd 2022			
Style number: 5001			
Size chart: XS – S – M – L			
Material:	Quantity:	Price:	Total:
<i>Fabric:</i> Jiaxing Feimosi Textile. Co Width: 58" 100% silk Color: Blue	1 mètre	\$CAD 27.54 / meter	\$CAD 27.54
<i>Buttons:</i> Hangzhou Minsbi Garment. Co Size: 15mm Color: blue 4 holes resin button	3	\$CAD 14,06 / bag (between 1-999)	\$CAD 14,06
Shipping:			
<i>Hangers:</i> John Batt – LS123	1	\$25 / 500 = \$0.05 each	\$CAD 0.05\$
<i>Poly bag:</i> John Batts – PB476	1	\$15 / 1500 = \$0.01 each	\$CAD 0.01\$
<i>Label:</i> Care Label TruM Label	1+1 = 2	\$25 / 500 = \$0.05	\$CAD 0.10\$
Labour: Offshore		13,00\$	\$CAD 13,00
Shipping:			\$CAD 0,20
Subtotal:			54,96\$
<i>Duty paid:</i> China	Made in China = 18%		18% x 54,96\$ = 9,89\$
Total:			64.85\$



Blouse

Cost sheet (silk blouse)

Comparison price chart

PRELIMINARY RESEARCH				SIMONS					
Product description	Retailer	Size breakdown	Retail selling price	Style number	Product description	Cost price overseas	Wholesale markup in % and \$	Wholesale selling price	Suggested M/U and retail price
Silk blouse	Marciano	XXS-XS-S-M-L-XL	178\$	#4001	The silk blouse	64.85\$	35% = 22.70\$	87.55\$	60% = 162.13\$
Flare jeans	FRAME	23-24-25-26-27-28-29-30-31-32	305\$	#3001	Fancy flare jeans	100\$	35% = 35\$	135\$	60% = 250\$
Middle skirt	The OUTNET	2-4-6-8-10	152.22\$	#2001	Casual middle skirt	80\$	35% = 28\$	108\$	60% = 200\$
Cashmere coat	Simons	2-4-6-8-10-12-14-16-18	395\$	#5001	Authentic cashmere long coat	200\$	35% = 70\$	270\$	60% = 500\$
Maxi dress	Revolve	XS/S – S/M – M/L	327\$	#1001	The long dress	120\$	35% = 42\$	162\$	60% = 300\$

Comparison price chart analysis

For style #4001, I found different silk blouse price points but settled on the Marciano silk blouse with buttons. It was a similar style and cost \$178. Since the cost price is \$64.85, I put a 35% markup for the wholesale price. If the retailer puts a 60% markup, the blouse can hit the market at \$162.13.

For style #3001, the flare jeans prices were around \$250 to \$350. I have decided to settle on the FRAME flare jeans which was \$305. Since the cost price is \$100, I put a 35% markup for the wholesale price. If the retailer puts a 60% markup, the fancy flare jeans can hit the market at \$250 making it more accessible.

For style #2001, I compared the casual middle skirt to others satin crepe skirt. A similar one was the OUTNET satin crepe skirt priced at \$152.22. Since the cost price is \$80, I put a 35% markup for the wholesale price. If the retailer puts a 60% markup, the casual middle skirt can hit the market at \$200.

For style #5001, I found different cashmere coat prices but I stopped on the Simons wool & cashmere coat at \$395. Since the cost price is \$200, I put a 35% markup for the wholesale price. If the retailer puts a 60% markup, the coat can hit the market at \$500.

For style #1001, I compared a lot of maxi dresses, I settled on the Revolve maxi dress which was \$327. Since our cost price is \$120, I put a 35% markup for the wholesale price. If the retailer puts a 60% markup, the dress can hit the market at 300\$ which makes it more accessible.

Line plan

Category	Category items	Assortment	SKU's
Dresses	The long dress #1001	2 style, 4 sizes, 3 colors	24
	The iconic dress #1002	1 style, 4 sizes, 3 colors	12
	The casual dress #1003	1 style, 4 sizes, 3 colors	12
Skirts	The casual middle skirt #2001	2 style, 5 sizes, 3 colors	30
	The original skirt #2002	1 style, 5 sizes, 3 colors	15
Blouses	The silk blouse #4001	1 style, 4 sizes, 3 colors	12
	The bamboo blouse #4002	1 style, 4 sizes, 3 colors	12
Jackets	Cashmere long coat #5001	2 style, 3 sizes, 3 colors	18
	Wool coat #5002	2 style, 3 sizes, 3 colors	18
	Leather jacket #5003	2 style, 3 sizes, 3 colors	18
Jeans	Fancy flare jeans #3001	1 style, 4 sizes, 3 colors	12
	Casual skinny jeans #3002	1 style, 4 sizes, 3 colors	12
	Straight jeans #3003	1 style, 4 sizes, 3 colors	12
Total			207

Budget: 160 000\$

Wholesale price: 87.55\$

			#UNIT					
Description	Colors:		Sizes:	XS	S	M	L	TOTAL
The silk blouse #4001	Snowwhite	40%		60	122	122	60	364
	Bluberry pie	30%		46	91	91	46	274
	Blush pink	30%		46	91	91	46	274
				152	304	304	152	912
The bamboo blouse #4002	Snowwhite	40%		60	122	122	60	364
	Bluberry pie	30%		46	91	91	46	274
	Blush pink	30%		46	91	91	46	274
				152	304	304	152	912
Size % distribution			1 (16,66%)	2 (33,34%)	2 (33,34%)	1 (16,66%)	1824 units	



Assortment plan (Blouse)

Purchase order

(Blouse)

SHIP TO		Vendor	SHIPPING INSTRUCTIONS				PURCHASE ORDER				
8882 170 Street NW Unit 2401, Québec, QC G1P 4M2		Jiaxing Feimosi Textile.Co	FOB by boat				#559860				
INVOICE TO		BROKER	PAYMENT TERMS				TERMS & CONDITIONS				
11810 Lucien-Gendron		Bruzzone Broker	2/10 net 60				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.				
Montréal, Québec H1E 7A8 Tel. 514-400-1700		ORDER DATE	CANCEL DATE	DELIVERY							
		January 18th 2022	March 16th 2022	March 4-14 th 2022							
STYLE	DESCRIPTION	CLASS/STYLE	COLOUR	QTY	xs	S	M	L	COST		
#4001	The silky blouse with buttons		Snowwhite	40%	364	60	122	122	60	87.55\$	
			Bluberry pie	30%	274	46	91	91	46		
			Blush pink	30%	274	46	91	91	46		
					912	152	304	304	152		
#4002	The bamboo blouse		Snowwhite	40%	364	60	122	122	60	87.55\$	
			Bluberry pie	30%	274	46	91	91	46		
			Blush pink	30%	274	46	91	91	46		
					912	152	304	304	152		
Packaging Instruction Simons + Lecavalier labels & hangatgs Price tickets t/b send by Simons + Lecavaller Individually wrapped and flat packed by size Boxes clearly marked with content Boxes lined to prevent moisture NO STAPLES IN BOXES					912	152	304	304	152	1824 Units	
									Subtotal:	159 691.20\$	
									Sales Tax:		
									Total:	159 691.20\$	

Sources:

- <https://famoustex.en.alibaba.com/?spm=a2700.details.cordpanyb.4.dbc25d41EYijNr>
- <https://kam-hz.en.alibaba.com/?spm=a2700.wholesale.cordpanyb.2.52e533dbJH5hUE>
- https://www.marciano.com/ca/en/women/apparel/tops-and-sweaters/blouses/etta-silk-blouse-black/0GG400W7KD0-JBLK.html?code=DA4177D8-EBE8-4946-AB33-48918EDD7648&utm_source=google-shopping&utm_medium=organic&utm_campaign=Women_Dresses_Blouses&utm_content=14008798&cmp=knc_marciano_ca_____&gclid=Cj0KCQiA5bz-BRD-ARIsABjT4niFqEUbyGbO0ivdzkHkr9EeM5d76oBAul_smmek67aTWAcqlBwqg2rcaAi4jEALw_wcB&gclsrc=aw.ds
- https://www.revolve.com/frame-le-high-flare-patch-pocket-trapunto-stitch-in-stallion/dp/FAME-WJ152/?d=F¤cy=CAD&countrycode=CA&gclid=Cj0KCQiA5bz-BRD-ARIsABjT4nipNLgaEzCic-4zSxxqLyFSLa9NgTJ0A4KrWnQcBIEnenzgQsxlP6QaAp2EEALw_wcB&gclsrc=aw.ds&product=FAME-WJ152&bneEI=false&
- https://www.revolve.com/amanda-uprichard-ellie-maxi-dress-in-lavender/dp/AMAN-WD963/?d=F¤cy=CAD&countrycode=CA&gclid=Cj0KCQiA5bz-BRD-ARIsABjT4nisJeYbEgggYFyH2gM6vvdXyIfnRKQN-5rMqZ3ZHMNLj8FT-64TXEMaAmlzEALw_wcB&gclsrc=aw.ds&product=AMAN-WD963&bneEI=false&
- https://www.simons.ca/en/women-clothing/coats/wool/four-button-wool-and-cashmere-overcoat--11733-181005?gclid=Cj0KCQiA5bz-BRD-ARIsABjT4ngOD6SIQ07wJmKNUOG4JCcGE5upv9YtThFTSeLlnM0NPAAnakYmRB8laApd4EALw_wcB&catId=6685&colourId=25&sizeId=W042-9998&utm_source=google&utm_medium=cpc&utm_campaign=PLA_Catch_All_FR_QC&utm_term=exact&utm_content=unisex_clothes&ef_id=Cj0KCCjA5bz-BRD-ARIsABjT4ngOD6SIQ07wJmKNUOG4JCcGE5upv9YtThFTSeLlnM0NPAAnakYmRB8laApd4EALw_wcB:G:s&s_kwcid=AL!15784!3!198908114041!!!g!296624071193!
- https://www.theoutnet.com/en-ca/?tp=143620&cm_mmc=GoogleUS-_-TON_EN_CA-_-AM_CA_Brand-French--outnet_BMM-_-p205180333606&matchtype=b&device=c&gclid=Cj0KCQiA5bz-BRD-ARIsABjT4nhzjzjRj-5adeFaloKn_uq7tJ93YZeNlImBRUfi4KcdyddEJZLrTUeEaAjoaEALw_wcB&gclsrc=aw.ds