

# URBAN OUTFITTERS

Women's Woven Tops - 6 Month Buying Plan  
Fall/Winter 2013





|                                     |    |
|-------------------------------------|----|
| Urban Outfitters .....              | 4  |
| Product Category .....              | 8  |
| Competitor 1 Gap .....              | 10 |
| Competitor 2 H&M .....              | 12 |
| Competitor 3 Express .....          | 14 |
| Perceptual Maps .....               | 16 |
| Fall/Winter 2013 Trendwatch .....   | 18 |
| Fall/Winter 2013 Forecast .....     | 20 |
| Urban Outfitters 6 Month Plan ..... | 22 |
| A Store .....                       | 24 |
| C Store .....                       | 26 |
| D Store .....                       | 28 |
| Justifications .....                | 30 |





## BRIEF HISTORY

Urban Outfitters originated in Philadelphia during 1970 as The Free Peoples Store. Started by Richard Hayes and Scott Belair the idea was to create a specialty store targeted at college and graduate student selling inexpensive apparel and various items for dormitories and apartments. To this day Urban Outfitters offers a mix of both soft and hard goods and has over 130 store locations in the United States, Canada, and Europe. They sell their product in-store, online, as well as through catalog. Overseeing Urban Outfitter is URBN Inc. which also owns Anthropologie, BHLDN, Terrain, and Free People. The overall goal of Urban Outfitters is to offer a wide product assortment and create an environment that is distinctive and will persuade its customers at an emotional level.

## MISSION STATEMENT

"Lifestyle merchandising is our business and our passion. The goal for our brands is to build a strong emotional bond with the customer. To do this we must build lifestyle environments that appeal emotionally, and offer fashion correct products on a timely basis. Our customers are the reason and the inspiration for everything we do."





## TARGET MARKET

Urban Outfitters seeks to provide apparel, homegoods, and accessories to an audience that is metropolitan, urban-minded, and ranges in age from 18 to 30 years. We know our customers are single individuals with creative, independent spirits that play an active role in the progressive, counter-culture of today's society. Their style can be defined as hipster, vintage, and retro among other things.



## STORE EXPERIENCE

When entering our stores it is our goal to provide our customer with a relaxed and comfortable environment, We are constantly working to make their shopping trip more of a cultural and enjoyable experience. We maintain creative visuals, stay up-to-date with the latest music selections and make sure our customers are guided throughout the entire store during their trip.

## ADVERTISING

In order to pull customers into our stores as well as to encourage on-line shopping we maintain a lifestyle blog that appeals to our target market as well as send promotional e-mails. Our e-mails typically include new items, coupons, and special event promotions. We are constantly updating our instagram, twitter, and facebook, feeds in order to further create buzz and keep our customers up-to-date. We rely heavily on visuals as opposed to print and radio ads.

## MARKET POSITION

At Urban Outfitters we do not rely on excessive discounting. Instead we keep a lean and high inventory and our frequent product turnover allows us to bring in new shipments every two weeks.

## PRICING

So that we attract shoppers of all financial statuses we provide a wide range of prices. Due to the fact that we are always on the cutting edge of the latest trends and styles our customers are willing to pay for the product, which is mostly mid-priced.





## WOMEN'S WOVEN TOPS

Our average price point for the selection of women's woven tops falls between \$45 and \$55. Rayon and Polyester makeup about 70% of all fibers, and cotton about 15%; the remaining is a mix. We carry mostly trendy blouses along with a decent selection of very basic tops. The focus tends to often be on casual items so we are sure to stock our shelves with a high volume of t-shirts as well as knit tops. That being said, our woven top section is relatively small. It makes up about 10% of the entire store.

Within our stores customers will find the woven tops mixed among knits and t-shirts and the entirety of women's tops dispersed throughout the women's section and clearance departments. We are the only store among our competitors that carry in-house as well as externally designed labels.

Woven top silhouettes tend to not change much from season to season for us. We see that women continue to have a need for and therefore continue to buy sleeveless blouses for parties in the winter, as well as tailored button downs for work in the summer. As a result we continue to carry a wide range of styles during each season. When buying for the coming season our focus is on woven tops that are trendy as well as fashion forward. This past season we have been filling our racks with updated versions of the button down and the ever-popular patterned crop top with less focus on basic wovens.

We keep our tops fast moving in order to make way for the latest trends. About 40% of our woven tops will hit the clearance rack before they are sold.







The target customer at Gap embodies a classic style and has more interest in higher quality clothing at affordable prices. As opposed to placing a high value on trendiness the Gap customer is more concerned with longevity of garments. Typically they are conservative, driven promotionally by sales, and family focused.

The merchandising theory at Gap is that promotions get their product out the door. Therefore they have a new promotion every two weeks along with holiday specials. Visually they rely on a clean and organized layout and open environment in which most product is visible from any standing point in the store.

Gap offers both casual and professional wear, activewear, fragrance and accessories for both men and women. In addition Gap body offers swimwear undergarments, and loungewear for women and Gap Kids caters to children from 0 months to around 12 years of age.



## GAP WOMEN'S WOVEN TOPS

Gap's original prices are the highest amongst our chosen competitors; the average between \$50 and \$60. However, the majority of these tops will be marked down 30-40% off at least once before being sold. Gap uses 100% cotton, polyester, and rayon, as well as blends of these fabrications. Their woven top assortment is mostly casual wear so the majority of blouses tend to be basic button downs, with a few patterned and decorative pieces thrown into their mix. Overall woven tops make up a small portion of the entire store.





H&M'S target customer is very trendy, young-minded, and fashion forward. They are constantly seeking out what is cutting edge and quality is not of concern to them. They want hot styles at thrifty prices.

Merchandising at H&M relies heavily on large product assortment and product categorization. Within the stores one finds individual sectors for the different apparel categories. They constantly have special deals going on but do not use markdown percentage. Instead they advertise with sale signs revealing exact prices hanging in various parts of the store. With a crowded setting the customer is encouraged to walk around in order to be able to take in all of the product.

They offer a large product assortment covering sportswear, swimwear, professionalwear, maternity apparel, basics, trendy pieces, accessories, lingerie, and even shoes. Both men's, women's, and children's clothing is sold at H&M.



## H&M WOMEN'S WOVEN TOPS

The majority of H&M's woven tops are between \$20 and \$30. Polyester is the main fabric used, making up about 85% of all the woven tops. The shirts are split just about evenly between basic tops and more trendy styles. The professional work-wear section carries more of the basic blouses while the remainder of the store carries mostly fashion forward pieces. The silhouettes and styles of the trendy tops, however, are pulled straight from runway looks.





Express product is aimed at the young professional that is constantly on the go and needs to be able to take his/her look from day to night. The customer is interested in sophisticated, quality looks and remains relatively fashion conscious.

Merchandising at Express relies heavily on frequent denim promotions while organizing product in a clean and sleek set up often displayed in colorways.

They offer products for both men and women including professional and casual wear along with accessories and fragrance.

**EXPRESS**



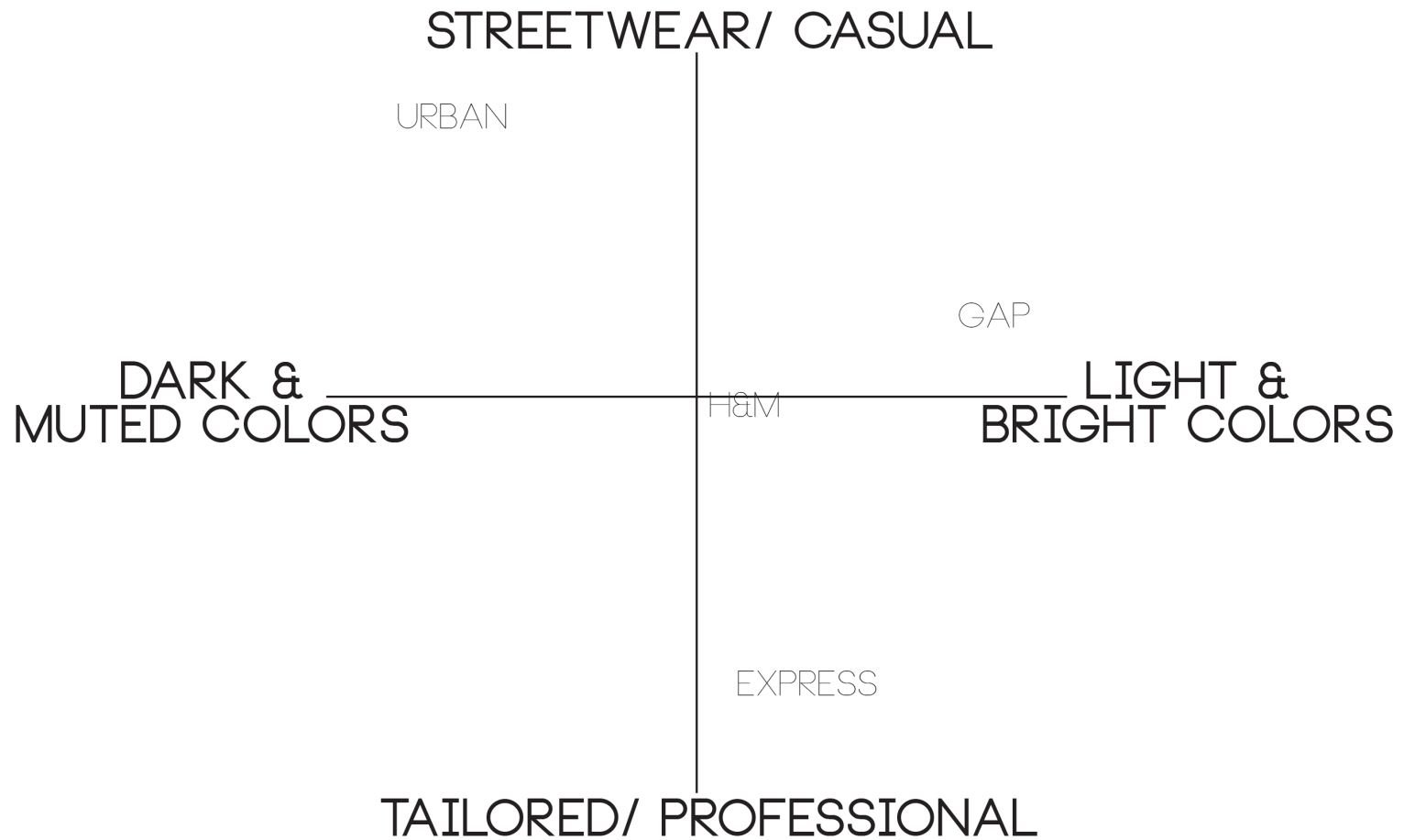
## EXPRESS WOMEN'S WOVEN TOPS

Express has a similar price range as Urban, with most of their woven tops ranging from \$45 to \$55. Polyester makes up about 65% of the tops, cotton 25%, and the remaining 10% is a mixture of rayon, spandex, and pleather. Express is for the professional women so you see a wide range of basic button downs and trendy tanks that can be worn from day to night.

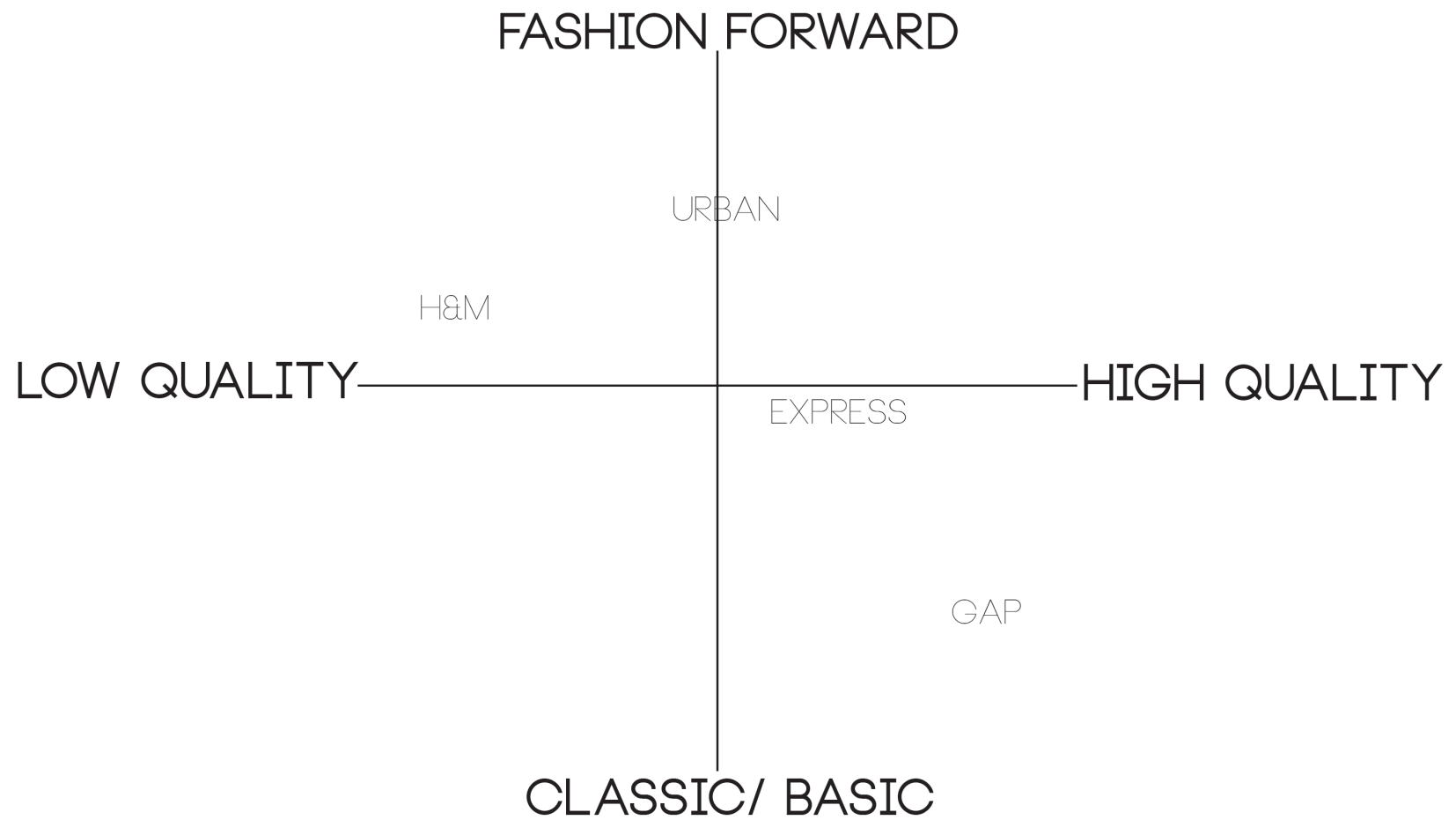




# PERCEPTUAL MAPS

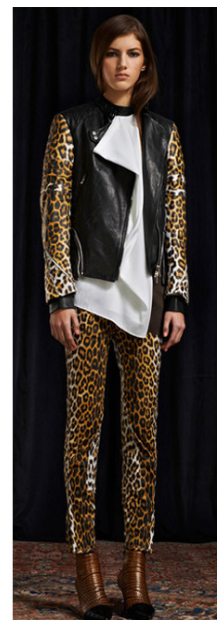
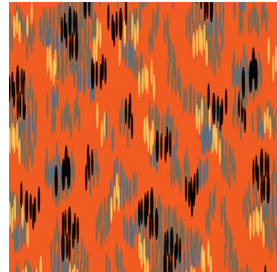
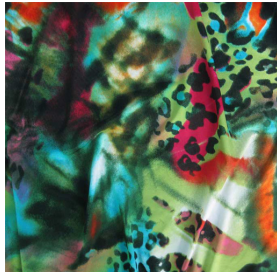






# 2013 TREND WATCH

## ANIMAL PRINT

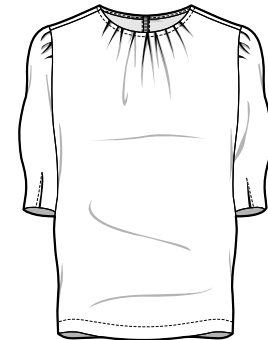
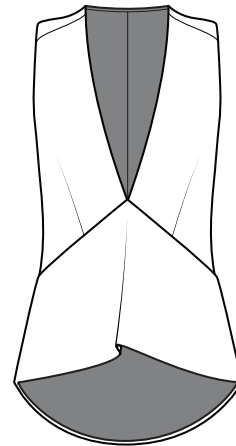
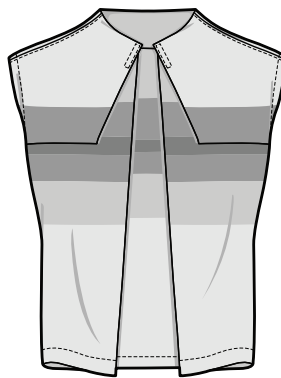
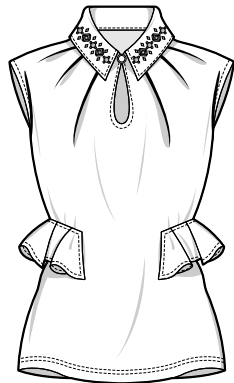
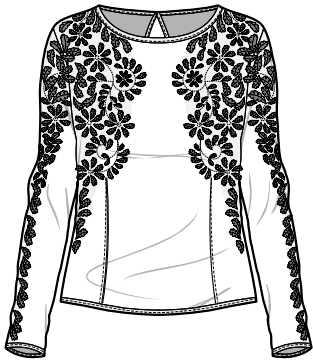
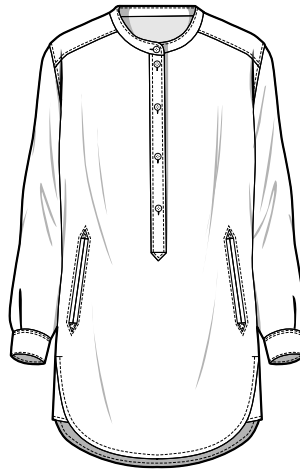
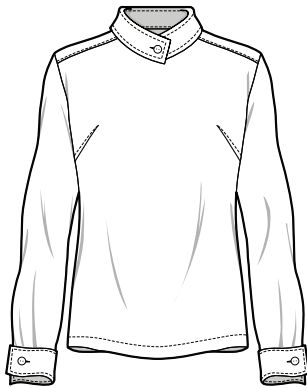
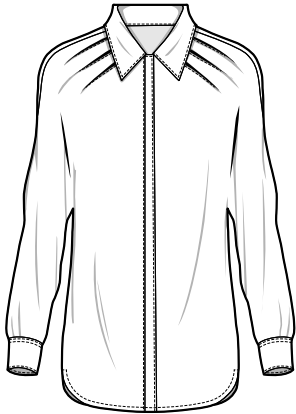


# SCOTTISH HERITAGE

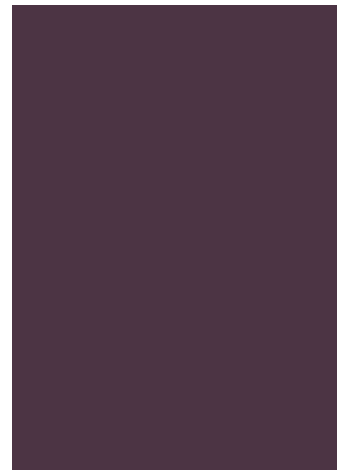
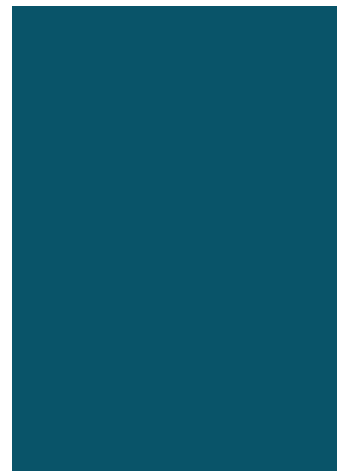
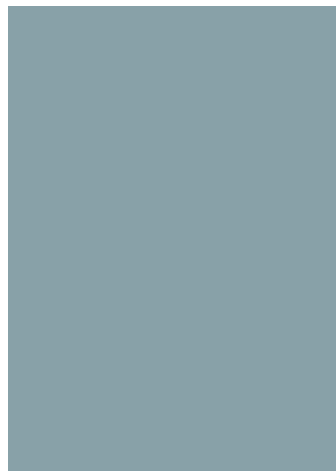
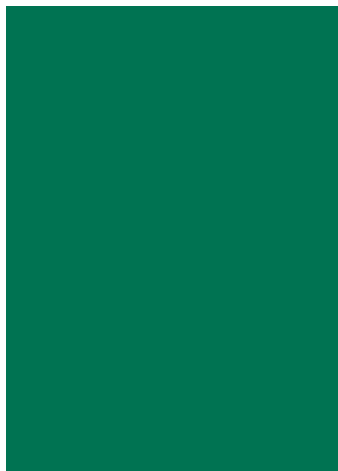




## SILHOUETTES



# COLOR FORECAST





## GENERAL BUYING ASSORTMENT WOMEN'S WOVEN TOPS

| SLEEVE LENGTH               |     | SIZES                 |     | COLORS          |     |
|-----------------------------|-----|-----------------------|-----|-----------------|-----|
| Sleeveless:                 | 15% | X-Small:              | 20% | Black/White:    | 40% |
| Short Sleeve:               | 10% | Small:                | 25% | Soft Emerald:   | 15% |
| 3/4 Sleeve:                 | 15% | Medium:               | 35% | Violet:         | 10% |
| Long:                       | 60% | Large:                | 20% | Oxblood Red:    | 15% |
|                             |     |                       |     | Other:          | 20% |
| SILHOUETTES                 |     | TEXTILES              |     | PATTERNS        |     |
| Classic Button-Down:        | 25% | Rayon:                | 35% | Solids:         | 30% |
| Collared Sans Button-Down:  | 5%  | Polyester:            | 35% | Plaids:         | 25% |
| Boyfriend Half Button-Down: | 8%  | Cotton:               | 15% | Animal:         | 25% |
| Assymetrical Button-Down:   | 5%  | Cotton/Lyocell Blend: | 15% | Other Patterns: | 20% |
| Hang-Tie Tunic:             | 5%  |                       |     |                 |     |
| Embellished Long-Sleeve:    | 12% | PRICES                |     |                 |     |
| Ruffled Peplum:             | 5%  | \$30-\$39:            | 20% | IN-STORE BRANDS |     |
| Cropped Blouse:             | 15% | \$40-\$49:            | 30% | Ecote:          | 20% |
| Hi-Low Peplum:              | 10% | \$50-\$59:            | 35% | BDG:            | 50% |
| Gathered 3/4 length:        | 10% | \$60-\$100:           | 15% | Silence&Noise:  | 10% |
|                             |     |                       |     | Lucca Couture:  | 10% |
|                             |     |                       |     | Other:          | 10% |

\*Justifications see page 34

# URBAN OUTFITTERS

SIX-MONTH PLAN

DEPARTMENT: Women's Woven Tops

SEASON: Fall/Winter 2013

| MONTH             |            | AUG         | SEP         | OCT         | NOV         | DEC         | JAN         | SEASON TOTAL |
|-------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| SALES \$          | Last Year  | \$6,435.46  | \$4,022.16  | \$5,631.03  | \$6,744.86  | \$9,635.52  | \$2,890.65  | \$35,359.69  |
|                   | Plan       | \$7,779.13  | \$4,278.52  | \$6,223.31  | \$7,001.22  | \$9,723.91  | \$3,889.57  | \$38,895.66  |
|                   | % Inc/Dec  | 20.9%       | 6.4%        | 10.5%       | 3.8%        | 0.9%        | 34.6%       | 10%          |
|                   | % by Month | 20%         | 11%         | 16%         | 18%         | 25%         | 10%         | 100%         |
| STOCK/SALES RATIO | Last Year  | 2.5         | 2.4         | 2.2         | 2.6         | 1.6         | 2           | 2.2          |
|                   | Plan       | 2.3         | 2.4         | 2.2         | 2.6         | 1.8         | 2           | 2.2          |
| BOM STOCK \$      | Last Year  | \$16,088.66 | \$9,653.20  | \$12,388.27 | \$17,536.64 | \$15,416.82 | \$5,781.31  | \$12,810.82  |
|                   | Plan       | \$17,892.00 | \$10,268.45 | \$13,691.27 | \$18,203.17 | \$17,503.05 | \$7,779.13  | \$14,222.85  |
| EOM STOCK \$      | Last Year  | \$9,653.20  | \$12,388.27 | \$17,536.64 | \$15,416.82 | \$5,781.31  | \$14,801.57 | \$12,596.30  |
|                   | Plan       | \$10,268.45 | \$13,691.27 | \$18,203.17 | \$17,503.05 | \$7,779.13  | \$17,892.00 | \$14,222.85  |
| MARKDOWNS \$      | Last Year  | \$703.66    | \$703.66    | \$1,407.32  | \$2,110.97  | \$1,055.49  | \$1,055.49  | \$7,036.58   |
|                   | Plan       | \$661.23    | \$661.23    | \$1,322.45  | \$1,983.68  | \$991.84    | \$991.84    | \$6,612.26   |
|                   | % to Sales | 8.5%        | 15.5%       | 21.3%       | 28.3%       | 10.2%       | 25.5%       | 17.0%        |
|                   | % by Month | 10%         | 10%         | 20%         | 30%         | 15%         | 15%         | 100%         |
| PURCHASES \$      | Last Year  | \$703.66    | \$7,460.89  | \$12,186.72 | \$6,736.02  | \$1,055.49  | \$12,966.40 | \$41,109.18  |
|                   | Plan       | \$816.81    | \$8,362.57  | \$12,057.65 | \$8,284.78  | \$991.84    | \$14,994.28 | \$45,507.92  |

| SEASON TOTALS  | LAST YEAR   | PLAN        |
|----------------|-------------|-------------|
| Sales          | \$35,359.69 | \$38,895.66 |
| Markup %       | 55.3%       | 55.9%       |
| Markdown %     | 20%         | 17.0%       |
| Gross Margin % | 45%         | 45%         |
| Average Stock  | \$13,095.21 | \$14,747.01 |
| Turnover       | 2.7         | 2.6         |

\*Justifications see page 30





## NEW YORK CITY, NY

6th Avenue

Average Temperature: 50 Degrees

Total Population: 8,186,443

Households: 3,021,588

Median Age: 35.5

Median Household Income: \$51,033

Females: 52.62%

Retail sales: 17.32% or

\$7,583,438,000

About: Located on one of the main shopping drags in New York City, the 6th Avenue store is one of the largest in the company. It is surrounded by tourists and attracts both international and local customers.

Colleges in the area: NYU, Pratt Institute, Columbia, FIT, LIM, Fordham, Julliard, Berkeley.

Abigail Lopez, 29, is a writer for the culture section of The New York Times. In spare time she enjoys exploring up-and-coming night life hot spots with friends, wine tasting, running in Central Park, and traveling. She attended Brown University and is currently working on starting up a jewelry line on the side. When stopping by her local Urban Outfitters she seeks out affordable filler peices for her extensive wardrobe. Sleek black trousers, her old faded denim jacket, and a basic white tee is what she feels most comfforable in. In her world no look is complete without her self designed chunky jewelry.





# URBAN OUTFITTERS

SIX-MONTH PLAN, A-Level Store

DEPARTMENT: Women's Woven Tops

SEASON: Fall/Winter 2013

| MONTH             |            | AUG      | SEP      | OCT      | NOV      | DEC      | JAN      | SEASON TOTAL |
|-------------------|------------|----------|----------|----------|----------|----------|----------|--------------|
| SALES \$          | Last Year  | \$122.97 | \$76.86  | \$107.60 | \$128.88 | \$184.12 | \$55.24  | \$675.66     |
|                   | Plan       | \$148.65 | \$81.75  | \$118.92 | \$133.78 | \$185.81 | \$74.32  | \$743.23     |
|                   | % Inc/Dec  | 20.9%    | 6.4%     | 10.5%    | 3.8%     | 0.9%     | 34.6%    | 10%          |
|                   | % by Month | 20.0%    | 11.0%    | 16.0%    | 18.0%    | 25.0%    | 10.0%    | 100%         |
| STOCK/SALES RATIO | Last Year  | 2.5      | 2.4      | 2.2      | 2.6      | 1.6      | 2        | 2.2          |
|                   | Plan       | 2.3      | 2.4      | 2.2      | 2.6      | 1.8      | 2        | 2.2          |
| BOM STOCK \$      | Last Year  | \$307.43 | \$184.46 | \$236.72 | \$335.09 | \$294.59 | \$110.47 | \$244.79     |
|                   | Plan       | \$341.88 | \$196.21 | \$261.62 | \$347.83 | \$334.45 | \$148.65 | \$271.77     |
| EOM STOCK \$      | Last Year  | \$184.46 | \$236.72 | \$335.09 | \$294.59 | \$110.47 | \$282.83 | \$240.69     |
|                   | Plan       | \$196.21 | \$261.62 | \$347.83 | \$334.45 | \$148.65 | \$341.88 | \$271.77     |
| MARKDOWNS \$      | Last Year  | \$11.49  | \$11.49  | \$22.97  | \$34.46  | \$17.23  | \$17.23  | \$114.86     |
|                   | Plan       | \$10.78  | \$10.78  | \$21.55  | \$32.33  | \$16.17  | \$16.17  | \$107.77     |
|                   | % to Sales | 7.3%     | 13.2%    | 18.1%    | 24.2%    | 8.7%     | 21.8%    | 14.5%        |
|                   | % by Month | 10.0%    | 10.0%    | 20.0%    | 30.0%    | 15.0%    | 15.0%    | 100%         |
| PURCHASES \$      | Last Year  | \$11.49  | \$140.60 | \$228.95 | \$122.83 | \$17.23  | \$244.83 | \$765.93     |
|                   | Plan       | \$13.75  | \$157.94 | \$226.68 | \$152.73 | \$16.17  | \$283.73 | \$850.99     |

| SEASON TOTALS  | LAST YEAR | PLAN     |
|----------------|-----------|----------|
| Sales          | \$675.66  | \$743.23 |
| Markup %       | 55.3%     | 55.9%    |
| Markdown %     | 17%       | 14.5%    |
| Gross Margin % | 45%       | 45%      |
| Average Stock  | \$250.23  | \$281.79 |
| Turnover       | 2.7       | 2.6      |

\*Justifications see page 32





## SAVANNAH, GA

Broughton Street

Average Temperature: 66.3 degrees

Total Population: 130,025

Median Age: 33.5

Median Household Income: 40,169

Females: 51.83%

Retail clothing sales: 6.99% or  
\$103,284,000

About: Located on the main shopping street in downtown Savannah the Broughton Street Urban Outfitters is surrounded by boutique stores. Its location is close to many tourist attractions and is easily accessible to tourists, students, and locals as well.

Colleges in the area: Savannah College of Art and Design, Savannah State, Armstrong University.

Aliah Barnes is 22 years of age and calls Seattle Washington home. She currently resides in Savannah, GA where she is in her Junior year of studies focusing on fashion design at SCAD. Currently being employed at Urban Outfitters allows her to enhance her wardrobe with the most fashion forward peices even though she is on a strict budget. In her spare time she enjoys blogging, baking vegan treats, and styling photo shoots. Her go-to look is a plaid skirt, cropped military jacket, and her favorite vintage penny loafers. Her future ambition is to become a head designer for Anthrologie.



# URBAN OUTFITTERS

SIX-MONTH PLAN, C-Level Store

DEPARTMENT: Women's Woven Tops

SEASON: Fall/Winter 2013

| MONTH                    |            | AUG      | SEP     | OCT      | NOV      | DEC      | JAN      | SEASON TOTAL |
|--------------------------|------------|----------|---------|----------|----------|----------|----------|--------------|
| <b>SALES \$</b>          | Last Year  | \$40.99  | \$25.62 | \$35.87  | \$42.96  | \$61.37  | \$18.41  | \$225.22     |
|                          | Plan       | \$49.55  | \$27.25 | \$39.64  | \$44.59  | \$61.94  | \$24.77  | \$247.74     |
|                          | % Inc/Dec  | 20.9%    | 6.4%    | 10.5%    | 3.8%     | 0.9%     | 34.6%    | 10%          |
|                          | % by Month | 20%      | 11%     | 16%      | 18%      | 25%      | 10%      | 100%         |
| <b>STOCK/SALES RATIO</b> | Last Year  | 2.5      | 2.4     | 2.2      | 2.6      | 1.6      | 2        | 2.2          |
|                          | Plan       | 2.3      | 2.4     | 2.2      | 2.6      | 1.8      | 2        | 2.2          |
| <b>BOM STOCK \$</b>      | Last Year  | \$102.48 | \$61.49 | \$78.91  | \$111.70 | \$98.20  | \$36.82  | \$81.60      |
|                          | Plan       | \$113.96 | \$65.40 | \$87.21  | \$115.94 | \$111.48 | \$49.55  | \$90.59      |
| <b>EOM STOCK \$</b>      | Last Year  | \$61.49  | \$78.91 | \$111.70 | \$98.20  | \$36.82  | \$94.28  | \$80.23      |
|                          | Plan       | \$65.40  | \$87.21 | \$115.94 | \$111.48 | \$49.55  | \$113.96 | \$90.59      |
| <b>MARKDOWNS \$</b>      | Last Year  | \$4.50   | \$4.50  | \$9.01   | \$13.51  | \$6.76   | \$6.76   | \$45.04      |
|                          | Plan       | \$4.21   | \$4.21  | \$8.42   | \$12.63  | \$6.32   | \$6.32   | \$42.12      |
|                          | % to Sales | 8.5%     | 15.5%   | 21.3%    | 28.3%    | 10.2%    | 25.5%    | 17%          |
|                          | % by Month | 10%      | 10%     | 20%      | 30%      | 15%      | 15%      | 100%         |
| <b>PURCHASES \$</b>      | Last Year  | \$4.50   | \$47.54 | \$77.67  | \$42.97  | \$6.76   | \$82.62  | \$262.07     |
|                          | Plan       | \$5.20   | \$53.26 | \$76.80  | \$52.77  | \$6.32   | \$95.50  | \$289.86     |

| SEASON TOTALS  | LAST YEAR | PLAN     |
|----------------|-----------|----------|
| Sales          | \$225.22  | \$247.74 |
| Markup %       | 55.3%     | 55.9%    |
| Markdown %     | 20%       | 17%      |
| Gross Margin % | 45%       | 45%      |
| Average Stock  | \$83.41   | \$93.93  |
| Turnover       | 2.7       | 2.6      |

\*Justifications see page 33





## SCHAUMBURG, IL

5 Woodfield Shopping Center

Average Temperature: 49 degrees

Total Population: 75,936

Households: 31,799

Median Age: 37.8

Median Household Income: \$70,454

Females: 50.31%

Retail sales: 10.5% of total sales,  
\$292,714,000

About: Schaumburg is a large village in a Northwest suburb of Chicago. The local Urban Outfitters is located within Woodfield Mall. Other stores in this mall are American Eagle, J.Crew, Forever 21, Guess, H&M and PacSun.

Colleges in the area: Illinois institute of Art-Schaumburg, Robert Morris University, Argosy University, Keller Graduate School of Management, Strayer University

Jordan Evans is 18 years old and resides in Schaumburg Illinois with her mother who is an interior designer and her father who works as a lawyer. She is currently a Senior at Grove County High School and hopes to attend college at Berkely School of Music in the Fall. She shops at her local Urban Outfitters on the regular and is constantly on the lookout for edgy peices that will allow her to standout in her suburban town. Her favorite look is a pair of baggy boyfriend jeans, a patterned oversize sweater, and some chunky heels. She can't go anywhere without her aviator shades.



# URBAN OUTFITTERS

SIX-MONTH PLAN, D-Level Store

DEPARTMENT: Women's Woven Tops

SEASON: Fall/Winter 2013

| MONTH                    |            | AUG     | SEP     | OCT     | NOV     | DEC     | JAN     | SEASON TOTAL |
|--------------------------|------------|---------|---------|---------|---------|---------|---------|--------------|
| <b>SALES \$</b>          | Last Year  | \$32.79 | \$20.50 | \$28.69 | \$34.37 | \$49.10 | \$14.73 | \$180.18     |
|                          | Plan       | \$39.64 | \$21.80 | \$31.71 | \$35.68 | \$49.55 | \$19.82 | \$198.20     |
|                          | % Inc/Dec  | 20.9%   | 6.4%    | 10.5%   | 3.8%    | 0.9%    | 34.6%   | 10%          |
|                          | % by Month | 20%     | 11%     | 16%     | 18%     | 25%     | 10%     | 100%         |
| <b>STOCK/SALES RATIO</b> | Last Year  | 2.5     | 2.4     | 2.2     | 2.6     | 1.6     | 2       | 2.2          |
|                          | Plan       | 2.3     | 2.4     | 2.2     | 2.6     | 1.8     | 2       | 2.2          |
| <b>BOM STOCK \$</b>      | Last Year  | \$81.98 | \$49.19 | \$63.13 | \$89.36 | \$78.56 | \$29.46 | \$65.28      |
|                          | Plan       | \$91.17 | \$52.32 | \$69.77 | \$92.76 | \$89.19 | \$39.64 | \$72.47      |
| <b>EOM STOCK \$</b>      | Last Year  | \$49.19 | \$63.13 | \$89.36 | \$78.56 | \$29.46 | \$75.42 | \$64.19      |
|                          | Plan       | \$52.32 | \$69.77 | \$92.76 | \$89.19 | \$39.64 | \$91.17 | \$72.47      |
| <b>MARKDOWNS \$</b>      | Last Year  | \$3.60  | \$3.60  | \$7.21  | \$10.81 | \$5.41  | \$5.41  | \$36.04      |
|                          | Plan       | \$3.57  | \$3.57  | \$7.14  | \$10.70 | \$5.35  | \$5.35  | \$35.68      |
|                          | % to Sales | 9.0%    | 16.4%   | 22.5%   | 30.0%   | 10.8%   | 27.0%   | 18%          |
|                          | % by Month | 10%     | 10%     | 20%     | 30%     | 15%     | 15%     | 100%         |
| <b>PURCHASES \$</b>      | Last Year  | \$3.60  | \$38.04 | \$62.14 | \$34.38 | \$5.41  | \$66.10 | \$209.66     |
|                          | Plan       | \$4.36  | \$42.81 | \$61.84 | \$42.81 | \$5.35  | \$76.70 | \$233.87     |

| SEASON TOTALS  | LAST YEAR | PLAN     |
|----------------|-----------|----------|
| Sales          | \$180.18  | \$198.20 |
| Markup %       | 55.3%     | 55.9%    |
| Markdown %     | 21%       | 18%      |
| Gross Margin % | 45%       | 45%      |
| Average Stock  | \$66.73   | \$75.15  |
| Turnover       | 2.7       | 2.6      |

\*Justifications see page 33





## 6 MONTH PLAN

### TOTAL SALES

We found our total sales for Woven Tops by referring to the 2011/12 10-K reports and engaging in store research. We reduced the total sales for Urban Outfitters in the US by 60% to find total sales for women's; we further reduced that by 35% to find total sales for woven tops; Lastly we reduced that by 40% to find total woven tops (all based on average size of department in stores.) According to the 10K, Urban's 3rd and 4th quarter sales are 54.19% of the annual 2011/12 sales, therefore we found our total sales for women's woven tops in 2012 to be \$35,359,690.

### SALES DISTRIBUTION BY MONTH

According to the 10k, 3rd quarter is 45.5% and 4th quarter is 54.50% of the total Fall Season. Based on high back to school sales and high holiday sales, the highest monthly sales are in August and December. Remains constant throughout all three stores because woven top sales move in virtually the same patterns in any climate, economy, etc.

### STOCK-TO-SALES

The average stock to sales for all retail stores is 2.4. Because Urban is a fast-moving store with fashion/trendy items, we thought the ratio should be somewhat lower than the average. The highest stock to sales is in August and November in order to meet demand for back to school and the Holidays, and the lowest in December due to completely clearing out the inventory for the new year.

### MARKDOWNS

When talking to the store manager and exploring ourselves, we found that about 60% of our woven tops sell at full price. We calculated our markdowns by creating a scenario in which 40% of 100 tops priced at \$50 were marked down by 40% (Urban's average MD%). This gave us an average markdown of 19.9%

According to market research we found that Urban took fewer markdowns in Fall of 2012 than the previous years and saw greater profits. Additional, research shows that the economy will be better off this year than last. With this in mind we decreased our planned markdowns by about 3%.

### MARKUP AND GROSS MARGIN

According to the 10-K report, Urban's skeletal Profit/Loss statement is as follows (based on our department's sales numbers and with minor adjustments made for the department)

35,359.69 (100%) Total Sales

-19,447.83 (55%) TCOG

=15,911.86 (45%) GM

-9,733.39 (28%) Expenses

=6,178.47 (17.5%) Profit

We used this information, along with our spreadsheet calculations, in the IMU formula.

Ex:  $28\% + 17.5\% + 22\% / 122\% = 55.3\%$  Markup last year

(This year's Markup slightly changed due to a lower reduction %)





## A LEVEL STORE

### TOTAL SALES

This is one of Urban's largest stores. The store is located near 5th Avenue, one of America's most popular shopping locations. Not only is it in an area with a wealthier and more trendy consumer base, but it sees much more foot traffic than the average store. These facts coupled with information from an Urban Outfitters manager, we decided that this A-store has triple the sales of our C-store.

### MARKDOWNS

We are taking slightly fewer markdowns for this store for several reasons: It is in a major tourist city- tourists are willing to pay full price for items especially if they do not have an Urban Outfitters where they live. According to Claritas.com not only do they have a wealthier population, but are a younger and trendier one as well. They want the latest trends so they will be less willing to wait for product to go on sale.



## C LEVEL STORE

### OVERALL

Our C-Level store is average: therefore we simply took the total sales divided by the total number of stores and found our total sales for this store. All other numbers/percentages stay the same as if Savannah is the model Urban store.

## D LEVEL STORE

### TOTAL SALES

This store is located in a suburban Illinois mall. Reviews online state that most of the customers also shop at Hollister and Abercrombie and are not necessarily fashion forward. The population is also quite a bit smaller than that of Savannah and there are only small community and technical colleges nearby. Because of this we decided that the store's sales would be about 20% less than those of the average Urban store.

### MARKDOWNS

Because the store is not in a particularly trendy area, more of the latest trends will probably go on sale before being bought. Suburbia is also more dense with bargain shoppers. Therefore we gave the D-store slightly more markdown dollars than the C.





## ASSORTMENT

### COLOR/PRINT

The Fall 2013 runway shows revealed that animal print is still going to hold a strong presence in fashions for the upcoming Winter and a resurgence of classic Scottish heritage saw variations by many designers. Both of these prints/patterns will translate well into streetwear styles and appeal to the young, urban-minded individual. Therefore, animal prints and Scottish-influenced plaids will make up a high percentage of our woven top assortment in the upcoming season. Since our customer is always using basics as the foundation of their wardrobe solids will continue to make up 30% of our pattern assortment.

### SIZING

Size assortment remains relatively the same from season-to-season. In store research revealed that small and medium are the most in demand sizes for the Urban Outfitters female customer. Therefore those sizes will continue make up the bulk of our assortment during the Fall/Winter 2013 season.

### PRICING

Knowing that our customer is willing to pay average prices for the latest trends the bulk of our Fall woven tops will be sold from \$40-\$59. Typically our most common pricing range is from \$40-\$49 but seeing as though long sleeves will make up the largest category of our assortment, requiring more fabric for production, the Fall season's most common price range will be \$50-\$59.



<http://www.morningstar.com>

<http://www.urbanoutfitters.com/urban/index.jsp>

<http://blog.urbanoutfitters.com>

<http://www.express.com>

<http://www.gap.com>

<http://www.hm.com/us>

<http://www.stylesight.com/home>

<http://www.wwd.com>

<http://www.style.com>

<http://nymag.com>

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