

# Retail Merchandising Report

Christopher Collinge

## 1.0 Introduction

This report seeks to analyse the performance of the Ladies Wear department by examining key figures for the various ranges and investigate poor and high performance and give reasons as to what might have caused these fluctuations. Looking at last year's results it is possible to see that sales were flat and profit was up 10%; this demonstrates that internally the focus on propelling results for the bottom line has been advantageous. The Formalwear department is driving sales forward however stock levels for this category are low given the demand; Come the winter period an action plan will have been devised to ensure there is availability of a high performing category so that profit focus is maximized and sustainable. Through a clearly planned and thought proposition sales will be capitalized upon in the upcoming winter range and well into autumn 2017.

## 2.0 Figure Analysis

|             | Markdown Spend | Sales | Profit | Closing Stock |
|-------------|----------------|-------|--------|---------------|
| Formalwear  | 15K            | 60K   | 25.2K  | 20K           |
| Casualwear  | 12K            | 50K   | 19.8K  | 39K           |
| Accessories | 3K             | 20K   | 9.5K   | 5K            |
| Total       | 30K            | 130K  | 54.5K  | 64K           |

Figure 1 demonstrates figures for three different ranges of clothing\*\*\*

It can be seen from (Figure 1) above that a further 30K was spent (20% increase) on the markdown spend to excel the three ranges to a total of 130K of sales which is flat Year or Year (YOY). Despite a result of flat sales the margin has increased by 10% to a total profit of 54.5K which demonstrates that the targeting of the product ranges and excelled rates has paid off and is enabling the bottom line to be driven forward. With closing stock of 64K the level of inventory given the end of the current fiscal year is 3% over forecast accuracy which demonstrates a strong level of accuracy and closing surplus of stock. The overview budget highlights that Formalwear is the highest performing category accounting for 46% of total sales and of gross profit also and is therefore the highest performing category with the largest return on sales (ROS). Casualwear accounts for 39% of sales and 36% of gross profit and accessories 15% and 18% of profit. The closing stock will be explained further below.

# Retail Merchandising Report Writing

**Annelies Wilder-Smith**



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