<table>
<thead>
<tr>
<th>Week</th>
<th>Topic/s Covered</th>
<th>Quiz/Exams and Projects</th>
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<td><strong>1 – Aug. 27</strong></td>
<td>Introduction to Planning &amp; Allocation</td>
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<td>Introduction to Allocation software</td>
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<td><strong>2 – Sept. 3</strong></td>
<td>Job Description discussion</td>
<td>Submit Assignments 2 and 3</td>
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<td>Spring 2008/09 Six Month Plan – Top Down</td>
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<td><strong>3 – Sept. 10</strong></td>
<td>Spring 2008/09 Six Month Plan – Top Down (cont)</td>
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<td><strong>4 – Sept. 17</strong></td>
<td>Spring 2008/09 Six Month Plan - Bottom Up (cont.)</td>
<td>Assignments 6 and 8</td>
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<td><strong>5 – Sept. 24</strong></td>
<td>Fall 2008 Sales Results</td>
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<td>Collection Overview</td>
<td>Assignment 10</td>
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<td>Monday morning meeting – Buyers</td>
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<td>Monday afternoon meeting – Planners</td>
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<td>October 1 &amp; 8</td>
<td>No Classes – Jewish holidays</td>
<td>No Classes – Jewish holidays</td>
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<td><strong>6 – Oct. 15</strong></td>
<td>Assignment 13 Overview</td>
<td>Submit Assignment 12</td>
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<td>Final Project Overview</td>
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<td>Introduction to the Allocation WorkList:</td>
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<td>Create WorkList Views</td>
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<td><strong>7 – Oct. 22</strong></td>
<td>Introduction to the Allocation WorkSheet:</td>
<td>Submit Preliminary Version</td>
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<td>Create WorkSheet Views</td>
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<td><strong>8 – Oct. 29</strong></td>
<td>Presentations</td>
<td>Assignment 13 (Presentations)</td>
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<td>Allocation: Store Attributes, Store Grade: Volume</td>
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<td>Groups, Store Selection</td>
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<td><strong>9 – Nov. 5</strong></td>
<td>Midterm Exam (Manual)</td>
<td>Midterm Exam (Manual)</td>
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<td><strong>10 – Nov. 12</strong></td>
<td>Allocation: Freezing Stores</td>
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<td>Allocation: Min/Max</td>
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<td>Allocation: Need Calculations</td>
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<td><strong>11 – Nov. 19</strong></td>
<td>Allocation: Case Study</td>
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<td><strong>12 – Nov. 26</strong></td>
<td>Allocation: Case Study</td>
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<td><strong>13 – Dec. 3</strong></td>
<td>Allocation: Case Study</td>
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<td>Time for Groups to meet</td>
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<td><strong>14 – Dec. 10</strong></td>
<td>Final Presentations</td>
<td>Final Presentations</td>
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<td>Case Study Review for Final Exam</td>
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<td><strong>15 – Dec. 17</strong></td>
<td>Final Exam</td>
<td>Final Exam – Allocation Practicum</td>
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**Allocation Access:**

- B302A, CC15A, CC16, and CC40 are the only facilities on campus that have access to Advanced Allocation. - Check the lab schedule for lab hours so that you may plan your independent and group lab work.

**Students MUST Supply the Following:**

- A basic/non-programmable calculator (no cell-phones or palm devices will be acceptable)
- Pencils
- Highlighter
- Flash drive or other device for saving and transporting documents
- 12 inch ruler

Students are strongly encouraged to purchase a 3 ring binder for the Allocation Training Manual and Workbook they will receive on the first day of class.

**Classroom Policies:**

- No eating or drinking is permitted in any computer lab.
  --- In addition, gum chewing is not permitted in class. These rules are strictly enforced.

- While class is in session students are **absolutely not** permitted to use cell phones, blackberries, pagers, IM, text message, e-mail, surf the web, etc.
  --- These activities are very distracting to faculty and fellow students. They also hinder student ability to comprehend course material and have been PROVEN to affect student grades. (Students may use these devices during class breaks and will be given a 2 minute 'warning' before class resumes).

**Academic Conduct:**

The attached document clearly states the Fashion Institute of Technology's integrity policy. The policy is also posted in full on the FIT website and is also included in the manual. PLEASE READ IT CAREFULLY. IT WILL BE STRICTLY ENFORCED.

**General Policies:**

PLEASE READ CAREFULLY:

- Students must contact Professor via e-mail or phone if he/she will not be in class.
- The Allocation Training Manual, the FM423 Workbook, a calculator and pencils MUST be brought to class each week.
- All math assignments must be completed in pencil.
- Attendance will be taken at the beginning of each class as well as after breaks.
- Three late arrivals equal one absence.
- Three absences will result in a lower grade.

- **ALL ASSIGNMENTS MUST BE HANDED IN ON TIME. LATE ASSIGNMENTS WILL NOT BE ACCEPTED! NO EXCEPTIONS.**

- There are no makeup exams.

**Websites well worth subscribing to:**

- NRF Smartbrief daily e-mail newsletter from the National Retail Federation
- Knowledge @ Wharton e-mail newsletter
STUDENT COURSE OUTLINE

Pre-requisites:                      FM322
FM221 or FM325
Credits:                      3
Total Lecture Hrs:          2
Total Lab Hrs:                  2

COURSE OBJECTIVES

Upon successful completion of this course, students will be able to:

A. Describe the role of a store planner and merchandise distributor/allocator in a retail planning organization; including benefits to retail organizations, required skills and job functions.

B. Navigate Advanced Allocation by Arthur and Excel-based documents to extract data for analysis in order to plan and allocate fashion merchandise profitably for a multi unit chain store.

C. Thoroughly explain reasoning used to forecast demand based on prior sales, inventory levels, planned turn and current trend by classification, location and SKU.

D. Understand and set up planning and allocation criteria by store location using store attributes such as volume, region, climate, and level of fashion.

E. Create excel spreadsheets to organize and analyze data.

F. Demonstrate critical thinking skills to allocate new receipts; problem solve and troubleshoot in situations such as under-stocks and over-stocks; assess a test of new merchandise; plan for new store openings and/or renovations; identify opportunities for growth.

G. Define all terminology

H. Present a planning and allocation strategy for multi store locations in PowerPoint for the final project.

METHODS OF EVALUATION:

Assignments               15%
Six Month Plan Quiz       10%
Buyer/Planner Group Presentation  10%
Midterm                   15%
Final Group Presentation  20%
Final Exam - Practicum    20%
Participation and Attendance 10%
REQUIRED TEXT: Manual provided by instructors based on JDA/Arthur software.

BIBLIOGRAPHY:

Articles:

Reference Books:

Reference Textbooks:

Publications:
Apparel
DNR
Stores Magazine
The New York Times
Wall Street Journal
WWD

Websites:
http://www.cpfr.org/
http://www.ismretail.com/
http://www.jda.com/
http://www.nrf.com/
http://www.retailology.com/
http://www.stores.org/
http://www.vics.org/
http://knowledge.wharton.upenn.edu/
http://www.smartbrief.com/nrf/
UNIT I: INTRODUCTION TO FASHION PLANNING AND ALLOCATION 3hrs

**Objective:** Upon successful completion of this unit, students will be able to:
Describe the role of a merchandise planner/allocator in a retail planning organization, including benefits to retail organizations, required skills and job functions and distinguishing characteristics from those of replenishment.

A. **Explanation of:**
   1. Course objectives
   2. Course calendar
   3. Course procedures
   4. Course pre-requisites FM322 & FM221 or FM325: computer literacy and understanding of basic merchandising concepts
   5. Grading criteria: tests, assignments and final project
   6. Administrative procedures: lab procedures, lateness, absences

B. **Review elements of a six month plan**
   1. Develop a six month plan in an Excel spreadsheet
   2. Create appropriate calculations in specific cells
   3. Manipulate information to show changes to the planning process

C. **Definition of a merchandise planner/allocator in a retail planning organization:**
   1. Organizational structure
   2. Role and responsibilities of a merchandise planner/allocator
   3. Job functions
   4. Required skills

D. **Benefits of planning and allocation systems:**
   1. For the retail buyer
   2. For the store
   3. For the consumer

E. **Introduction to JDA Advanced Allocation:**
   1. Introduction to screens
   2. Signing on to the system

F. **Career Opportunities:**
   1. Job descriptions
   2. Entry level positions

UNIT II: NAVIGATING THE SYSTEM 9hrs

**Objective:** Navigate Advanced Allocation by Arthur to extract data for analysis in order to plan and allocate fashion merchandise profitably. Thoroughly explain reasoning used to forecast demand based on prior sales, inventory levels, planned turn and current trend by classification, location and SKU. Create professional Excel spreadsheets and associated pivot tables to show well organized data and compelling analyses.

A. **Review the database:**
   1. Become familiar with navigating through the system
   2. Become familiar with the data and customer by location
   3. Review the components of an Excel spreadsheet
B. Analyze the following information at the **store location and department level** in an Excel spreadsheet. Be prepared to discuss results.
   1. TY vs. LY – sales
   2. TY vs. Plan – sales trend
   3. TY vs. LY – inventory
   4. TY vs. LY – turn
   5. % contribution for each store location

C. Identify opportunities:
   1. Missed opportunities
   2. Opportunities for growth
   3. Develop an action plan

**UNIT III: PLANNING AND ALLOCATION CRITERIA BY STORE LOCATION** 6hrs

**Objective:** Understand and set up planning and allocation criteria by store location using store attributes such as volume, region, climate, and level of fashion.

A. Discuss store attributes for specific product categories based on LY results.
   1. Sales Volume
   2. Generic attributes
      a. Geographic location
      b. City vs. suburban
   3. Merchandise attributes
      a. Branded vs. Private Label
      b. Price Point
      c. Fashion vs. Basic

B. Rank locations by sales volume.

C. Group locations using.
   1. Generic attributes
   2. Merchandise attributes

**UNIT IV: BRAND ANALYSIS: PLANNING AND ALLOCATION** 3 hrs

**Objective:** Students will mine their system in order to extract data and analyze historic information in preparation for allocation. Based on current trends and their analyses, students will complete allocation of new in-season receipts.

A. Navigate the system and mine data:
   1. Students will go into the system and review data for 2 vendors within the same classification.
   2. Data used for analysis will include:
      a. Ty vs Ly – sales
      b. Ty vs Plan – sales trend
      c. Ty vs Ly – inventory
      d. Ty vs Ly – turn
      e. % contribution for each store location to the total
B. Create Excel spreadsheets to analyze mined data:
   1. Transfer information to spreadsheet.
   2. Organize and analyze.

C. Complete allocation of new receipts:
   1. Create multi-store allocation based on current inventory, trend, store location attributes and available purchase order quantities.

UNIT V: MIDTERM AND INTRODUCTION OF GROUP PROJECT 3 hrs

**Group Project Objective:** Students will plan a fashion category prior to season for multiple store locations based on buyers 6 month plan. They will determine initial allocation quantities to order for each store location through analysis of historical data. This would include model stocks based on attributes such as store volume (store ranking), geographic location, fashion vs. basic, city vs. suburban, brand vs. private label, and price points. Once orders have been placed and arrive, follow in-season selling and allocate back to stores based on store need.

UNIT VI: REVIEW MIDTERM AND FIELD TRIP 3 hrs

**Objective:** To see and hear first hand from industry professionals how they approach the planning and allocation process for a multi-store chain. Learn about the challenges they face, their role and responsibilities. Obtain exposure to a live planning and allocation system. Compare and contrast the similarities and differences between real life applications and classroom examples.
Possible field trip sites include:
- New York & Co.
- Coach
- Modell’s
- VF Corp.
- Macy’s
- Ross Stores
- Ann Taylor
- Nautica
- The Children’s Place
- Brooks Brothers

UNIT VII: MAXIMIZING YOUR BUSINESS 9 hrs

**Objective:** Demonstrate critical thinking skills to allocate new receipts; assess a test of new merchandise; plan for new store openings and/or renovations; identify opportunities for growth. Problem solve and troubleshoot in situations such as under-stocks, over-stocks. Create, explain and defend an action plan. Set criteria for management exception reporting within the system. Within a team environment, students will review their results and follow-up with in-class presentations for critique of team results.

A. Allocate new receipts:
   1. Review and analyze in-season selling.
   2. Formulate allocation proposal individually.
   3. Work in teams to review proposed allocation of purchase order.
   4. Present proposed allocation results to class.
   5. Complete allocation process.

B. Plan for new store openings and/or renovations:
   1. Review new store opening location.
   2. Determine store attributes of new location.
   3. Prepare report for projected store sales, inventory, turn and % contribution to total department.
   4. Compare to stores with similar store attributes.
   5. Review store renovation proposals.
   6. Provide pre and post-renovation preparation strategy.
C. Assess a test of new merchandise:
   1. Review results of new merchandise test.
   2. Compare to projected outcome.
   3. Determine validity of item in assortment and as growth opportunity.
   4. Based on validity, provide plan for future shipment/s.

D. Planning for advertised merchandise:
   1. Discuss parameters used to plan merchandise for ads.

E. Troubleshooting:
   1. Under-stock
   2. Over-stock

F. Review parameters for exception reporting:
   1. Define exceptions.
   2. Review opportunity for growth.
   3. Effect on maximizing business.

UNIT VIII: PRESENTATION AND CRITIQUE OF STUDENT PROJECTS  6 hrs

Objective: Through the use of actual samples (provided by merchant) students will demonstrate their understanding of all fashion store location planning and allocation concepts discussed throughout the semester. Students will be expected to give a professional PowerPoint presentation demonstrating their critical thinking skills. The presentation will be made to the participating merchant as well as instructor and classmates, and will include:

A. Planning and allocation strategy:
   1. Explain and defend, through the use of charts, spreadsheets and historical data (e.g.) their planning and allocation strategy used to arrive at total seasonal plans.

B. Store location plan presentation: sales, stock, turn, trend, % contribution.
   1. Create spreadsheets to show all location plans rolled to match buyer's 6 month plan.
   2. Discuss store attributes, trends, store opening, etc. to defend strategy

C. Peer evaluations:
   1. Students will be responsible for evaluating each others presentations.

FINAL EXAM           3 hrs
Part I – Theory
Part II – Hands on applications