

SIX-MONTH DOLLAR PLAN

Retailer/Brand/Department

Spring		FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEASON
Fall		AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	TOTAL
SALES \$	Sales % to total	13.2%	16.0%	13.9%	17.9%	20.0%	18.9%		
	Plan	\$280.0	\$340.0	\$295.0	\$380.0	\$425.0	\$400.0		\$2,120.0
STOCK/SALES RATIO									
	Plan	5.3	3.4	2.5	3.5	2.0	3.4		
BOM STOCK \$ (RETAIL)	Plan	\$1,490.3	\$1,156.3	\$739.3	\$1,315.3	\$842.3	\$1,349.3	\$824.3	\$1,102.4
MARKDOWNS \$									
	Plan	\$54.0	\$77.0	\$79.0	\$93.0	\$118.0	\$125.0		\$546.0
	% to Sales	19.3%	22.6%	26.8%	24.5%	27.8%	31.3%		25.8%
PURCHASES \$ (Retail)	Plan			\$950.0		\$1,050.0			\$2,000.0
SEASON TOT.					PLAN				
Sales					\$2,120.0				
Markup %					68.0%				
Markdown %					25.8%				
Gross Margin %					59.7%				
Average Stock					\$1,102.4				
Turnover					1.92				