



The Final Package

FASH 342- Retail Buying Simulation
Professor Batten
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The GAP
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Executive Summary

Our Fall 2025 plan showed that GAP remaining transparent and authentic is a key driver for what will benefit the company. GAP's "Better in Denim" campaign helped the brand connect with a younger, more diverse audience. GAP has not lost sight of its other customer base, and classic staples still remain, such as women's denim, knitwear, and casual apparel. With GAP mainly catering to women's clothing, if they started to cater more to the men's and children's wear department, it would help create a more one-stop shop feel where everyone can find what they are looking for. This buying plan takes the research studied and looking at GAP's current status in the industry to elevate the brand. We hope to increase the sales and bring in a variety of pieces in our assortment plan.

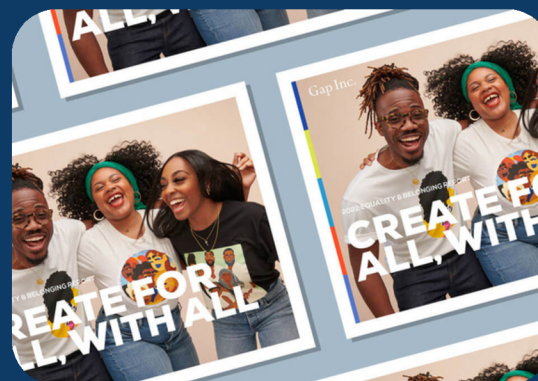
Analysis of Gap

Strengths:

- Widely known brand with a loyal customer base
- Offers high-quality staples at affordable price points
- Strengthen brand credibility with sustainable consumers

Weaknesses:

- Over-saturation is causing the closure of underperforming stores
- Dependent on the U.S. market for the majority of its revenue
- Decreasing investor trust in equity



Threats:

- Highly competitive market with many other brands
- Creates a challenge outside management's control

Opportunities:

- Inclusive, culturally diverse, and an enhanced sense of nostalgia
- Implementing advanced technology
- Strengthen sustainability goals and social responsibility

Analysis of Gap

Target Market:

- 25–45
- Male and female
- Students, employees, and professionals
- Worldwide
- Quality driven



Similar Brands:

- Levi's
- Madwell
- Old Navy
- Banana Republic

Consumer Behavior:

- Convenient shopping
- In store for try-ons and returns
- Online for a quick and easy checkout
- Flexible delivery



How Much Customers Spend:

- 2024 Fiscal Report: 15.1 billion dollars in net sales
- \$1,900–2,100 annually



Analysis of H&M

Strengths:

- Higher merchandise turnover
- Global presence
- Competitive pricing
- Product versatility



Opportunities:

- Digital presence
- Highlighting emerging markets in new regions
- Inclusive and diverse products
- Collaborations with influencers & content creators

Weaknesses:

- Over-dependence on outsourcing
- Controversial pricing
- Short-term product lifecycle
- Supply chain labor standards



Threats:

- Intense competition
- Increase in counterfeit products
- Rising cost of labor
- Tax & tariffs



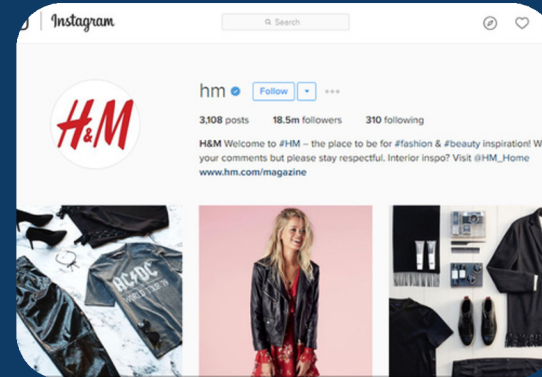
Analysis of H&M

Target Market:

- 15–35
- Male and female
- Staying on trend
- Timeless casual look
- Affordable fashion

Consumer Behavior:

- Fast fashion and impulse buying
- Influence of social media and brand image



Similar Brands:

- Zara
- Urban Outfitters
- ASOS
- Cheap Monday

How Much Customers Spend:

- \$844 a year
- Loyal customers spend 3 times more

6-month Plan Justification

- Planned for a 3.0% increase in sales
 - Show a confident but also cautious approach
 - Taking into account sales from the previous year and its efforts in marketing and driving sales.
- Markup rose to 56%
 - insuring a profit is being made
- Markdown rose to 43%
 - High jump but allows for freshness within the assortment, and to get rid of out-of-season products

Season Total	LY Actual	TY Plan
Sales	2140	2,204.20
Markup %	53.30%	56.00%
Markdown %	35.30%	43.00%
Gross Margin %	36.80%	37.10%
Average Stock	1120.9	1,115.70
Turnover	1.91	1.98

6-month Plan Justification

- Gross Margin increases from 36.80% to 37.10%
 - Shows growth
 - reinforces that MDs and MUs are well chosen with projected sales
- Average Stock lowers because sales have increased
- High Turnover shows successful sales and efficiency within the store.

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Assortment Plan

- With this assortment, it has a good mix of core basics and trend items, which helps ensure the inventory is well-balanced.
- We want there to be a variety of items within the store.
- This assortment is based on turnover and customer demand, showing the categories with the most percentage are the core pieces like tops and bottoms.
- We know that there will be higher sell-through with tops and bottoms and not having as much outerwear and dresses means that we can limit the amount of markdowns done at the end of the season.

SALES BY CLASSIFICATION, PERCENTAGE, AND DOLLARS						
Classification		Percent	×	Season Sales	=	\$ Class Sales
Tops		40.00%		2,204.20		\$881.70
Bottom		25.00%		2,204.20		\$551.10
Knitwear		15.00%		2,204.20		\$330.60
Outerwear		10.00%		2,204.20		\$220.40
Dresses		10.00%		2,204.20		\$220.40
Total		100%				2,204.20

What was Learned

GAP

We learned all about GAP, its consumers, its company structure, brand identity, and its competitors.

Planning

We learned how to strategically plan out a buying plan for buying within a season and how to align with timelines, budgets, and demand.

Buyer's Responsibility

We learned all the responsibilities that a buyer has and how they complete those tasks. The tasks learned were the 6-month buy plan, assortment plan, and purchase plan.

Factors Contributing to Success

Brand Portfolio Diversity

Shows a difference in demographics and diverse fashion preferences.

Market Positioning

Positioned itself in the competitive retail environment.

Brand Reinvigoration

Recent leadership change and creative direction.

Operational Efficiency

Shown resilience in financial performance.



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