



# Nike Girls Fall '23

Sivan Surkin

# Customer Profile



**Elementary students ages 4-7 whose parents are going back-to-school shopping for them.**

- Characteristics: Active, prioritize comfort, and girly

**FW '23 Forecast**  
**'Dreamsicle'**



# Floor Plan

	Tokyo Legging Pink (18)	Tokyo L/S Heather (18)						
	18pcs.	18pcs					18pcs.	18pcs.
	Tokyo Wind Runner Pink (12) + Tokyo Shorts Pink (6)	Tokyo Wind Runner Navy (12) + Tokyo Shorts Navy (6)		Wall Bar	12 Pieces		Heritage Crew (18)	Heritage Jogger Royal (9) + Heather (9)
				Heritage Sets (8)	Pink Dress (4)			
	18pcs.	18pcs.					18pcs.	18pcs.
	Tokyo Leggings Navy (18)						Tokyo L/S White (18)	
	Heritage FZ Jacket Royal (12)	Heritage FZ Jacket Heather (12)		Tokyo Tunic + Legging Set Pink(12)	Tokyo Tunic + Legging Set Navy (12)		Heritage Top Pink(12)	Heritage Top White (12)
	12pcs.	12pcs.		12pcs.	12pcs.		12pcs.	12pcs.

# Classification Analysis

Class #	Classifications		2023		2023			2022	
			\$	%	UNITS	Door Cluster	%	LY UNIT SELLING	
16	TOPS		\$25,776.00	26%	78	468	34%		35%
18	LEGGINGS/Bottoms		\$21,168.00	21%	54	324	24%		20%
20	SHORTS		\$2,880.00	3%	12	72	5%		5%
22	JACKETS		\$31,104.00	31%	48	288	21%		20%
24	DRESSES		\$2,016.00	2%	4	24	2%		5%
28	SETS		\$17,952.00	18%	32	192	14%		15%
	Total		\$100,896.00	100%	228	1368	100%		100%

# Tops to Bottoms Ratio

Tops to Bottom Ratio as a Percentage% (for separates)						
Category		Units		% to total	Dollars \$	% to total
Tops		126	756	66%	\$56,880	70.28%
Bottoms		66	396	35%	\$24,048	29.72%
Total		190	1,140	100%	\$80,928	100%



<b>PO#:</b>	<b>3452312</b>
<b>STORE</b>	<b>Bloominadales</b>
<b>DEPT:</b>	<b>Girls</b>
<b>VENDOR:</b>	<b>Nike</b>
<b>VND #:</b>	<b>329</b>
<b>DELIVERYMOI</b>	<b>July 1</b>
<b>START Date</b>	<b>August1</b>
<b>Cancel Date</b>	<b>January 31</b>

# Purchase Order

STYLE #	STYLE DESCRIPTION
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						# Door Clusters	GRAND	GRAND	GRAND
						6 stores	TOTAL	TOTAL	TOTAL
						A	UNITS	COST	RETAIL
		CLASS #	COLOR	unit	unit	MU%			
				COST	RETAIL				
36G925	Tokyo Floral Swoosh L/S Tee	Top	White (001)	22	44	60	18	108	\$ 2,376.00 \$ 4,752.00
36G925	Tokyo Floral Swoosh L/S Tee	Top	Carbon Heather (GEH)	22	44	60	18	108	\$ 2,376.00 \$ 4,752.00
36G927	Nike Hertiage L/S Tee	Top	Pink (A8F)	28	56	60	12	72	\$ 2,016.00 \$ 4,032.00
36G927	Nike Hertiage L/S Tee	Top	White (001)	28	56	60	12	72	\$ 2,016.00 \$ 4,032.00
36G712	Heritage Crew	Top	Pink (A8F)	38	76	60	18	108	\$ 4,104.00 \$ 8,208.00
36G725	Tokyo Floral Legging	Bottoms	Pink (A8F)	30	60	60	18	108	\$ 3,240.00 \$ 6,480.00
36G725	Tokyo Floral Legging	Bottoms	Midnight Navy (U90)	30	60	60	18	108	\$ 3,240.00 \$ 6,480.00
36G747	Heritage Jogger	Bottoms	Royal Pulse (U8H)	38	76	60	9	54	\$ 2,052.00 \$ 4,104.00
36G747	Heritage Jogger	Bottoms	Carbon Heather (GEH)	38	76	60	9	54	\$ 2,052.00 \$ 4,104.00
36G726	Nk Tokyo Floral Tempo Sho	Shorts	Pink (A8F)	20	40	60	6	36	\$ 720.00 \$ 1,440.00
36G726	Nk Tokyo Floral Tempo Sho	Shorts	Midnight Navy (U90)	20	40	60	6	36	\$ 720.00 \$ 1,440.00
36G727	Tokyo Floral Wind Runner	Jackets	Pink (A8F)	60	120	60	12	72	\$ 4,320.00 \$ 8,640.00
36G727	Tokyo Floral Wind Runner	Jackets	Midnight Navy (U90)	60	120	60	12	72	\$ 4,320.00 \$ 8,640.00
36G713	Heritage FZ	Jackets	Royal Pulse (U8H)	48	96	60	12	72	\$ 3,456.00 \$ 6,912.00
36G713	Heritage FZ	Jackets	Carbon Heather (GEH)	48	96	60	12	72	\$ 3,456.00 \$ 6,912.00
36G720	Heritage Dress	Dresses	Pink (A8F)	42	84	60	4	24	\$ 1,008.00 \$ 2,016.00
36G732	Heritage Set	Sets	Royal Pulse (U8H)	55	110	60	4	24	\$ 1,320.00 \$ 2,640.00
36G732	Heritage Set	Sets	Pink (A8F)	55	110	60	4	24	\$ 1,320.00 \$ 2,640.00
36G932	kyo Floral Tunic & Legging	Sets	Pink (A8F)	44	88	60	12	72	\$ 3,168.00 \$ 6,336.00
36G932	kyo Floral Tunic & Legging	Sets	Midnight Navy (U90)	44	88	60	12	72	\$ 3,168.00 \$ 6,336.00
						Totals	228	1368	\$ 50,448.00 \$ 100,896.00

# Eliminated Styles

We feel that the Heritage Dress in Carbon Heather won't do as well as the pink dress because little girls prefer pink. We don't feel that we need as many dresses, so we decided to eliminate this style.

Especially because it is fall, the short sleeve style doesn't fit the season.

## HERITAGE DRESS

NKG - DR - G720

- SUEDED FRENCH TERRY
- SOFTHAND INK GFX
- 1X1 RIB @ COLLAR
- INSET RIB @ SLV
- NSW CLAMP LABEL

CHILD STYLE #	36G720	\$42.00
TODDLER STYLE #	26G720	\$42.00
NIKE CORP #	1534540/CU8295	

NEW

ADAPT



GEH (CARBON HEATHER)  
W/ WHITE



# References

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