

Nike Girls Fall '23

Sivan Surkin

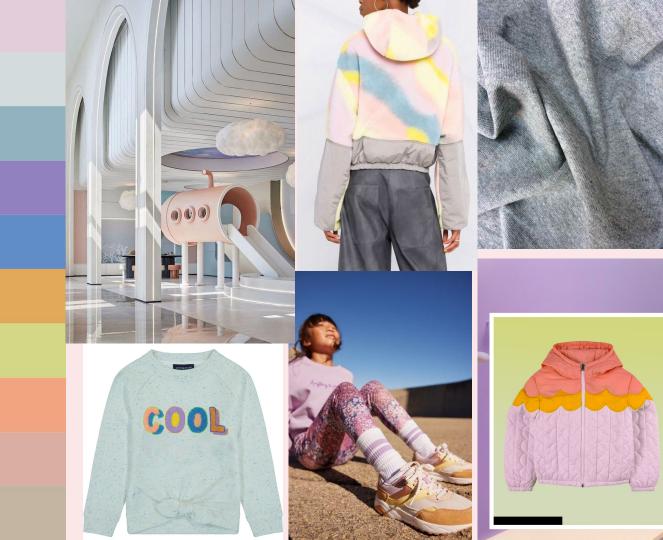
Customer Profile



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)				Tokyc	o L/S Heather (18)
1	18pcs.	18pcs			18pcs.	18pcs.
F (Runner Pink (12) + Tokyo	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)		
1	18pcs.	18pcs.			18pcs.	18pcs.
L	Tokyo Leggings Navy (18)				Tokyo L/S White (18)	
J	Jacket Royal	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)
1	12pcs.	12pcs.	12pcs.	12pcs.	12pcs.	12pcs.
1	2pcs.	12pcs.	12pcs.	12pcs.	12pcs.	12pcs.

Classification Analysis

Class #	Classifications	2023		2023			2022	
		<u>\$</u>	<u>%</u>	<u>UNITS</u>	Door Cluster	<u>%</u>	LY UNIT SEL	LIN <u>G</u>
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%
	LL OLUETO							
22	JACKETS	\$31,104.00	31%	48	288	21%		20%
24	DDECCEC	20.040.00			0.4	201		
24	DRESSES	\$2,016.00	2%	4	24	2%		5%
28	SETS	\$17,952.00	18%	32	192	14%		15%
	02.0	ψ17,002.00	1070	02	102	1470		1070
	Total	\$100,896.00	100%	228	1368	100%		100%

Tops to Bottoms Ratio

Tops to Bottom Ratio as a Percentage% (for separates)								
Category	Units	0 de 149 d	% 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%			

Purchase Order

unit unit MU% 6 stores TOTAL TOTAL												STYLE DESCRIPTION	STYLE#
Unit Unit Unit Unit MU% 6 stores TOTAL TOTAL	GRAND		RAND	G	GRAND	# Door Clusters						2	
36G925 Tokyo Floral Swoosh L/S Teq Top White (001) 22 44 60 18 108 \$ 2,376.00 \$ 36G925 Tokyo Floral Swoosh L/S Teq Top Carbon Heather (GEH) 22 44 60 18 108 \$ 2,376.00 \$ 36G927 Nike Hertiage L/S Tee Top Pink (A8F) 28 56 60 12 72 \$ 2,016.00 \$ 36G927 Nike Hertiage L/S Tee Top White (001) 28 56 60 12 72 \$ 2,016.00 \$ 36G927 Nike Hertiage L/S Tee Top White (001) 28 56 60 12 72 \$ 2,016.00 \$ 36G712 Heritage Crew Top Pink (A8F) 38 76 60 18 108 \$ 4,104.00 \$ 36G725 Tokyo Floral Legging Bottoms Pink (A8F) 30 60 60 18 108 \$ 3,240.00 \$ 36G747 Heritage Jogger	TOTAL	-	TOTAL	T		CASE CASE CHARLES	MU%	unit	unit				
36G925 Tokyo Floral Swoosh L/S Teq Top Carbon Heather (GEH) 22 44 60 18 108 \$ 2,376.00 \$ 36G927 Nike Hertiage L/S Tee Top Pink (A8F) 28 56 60 12 72 \$ 2,016.00 \$ 36G927 Nike Hertiage L/S Tee Top White (001) 28 56 60 12 72 \$ 2,016.00 \$ 36G712 Heritage Crew Top Pink (A8F) 38 76 60 18 108 \$ 4,104.00 \$ 36G725 Tokyo Floral Legging Bottoms Pink (A8F) 30 60 60 18 108 \$ 3,240.00 \$ 36G725 Tokyo Floral Legging Bottoms Midnight Navy (U90) 30 60 60 18 108 \$ 3,240.00 \$ 36G747 Heritage Jogger Bottoms Royal Pulse (U8H) 38 76 60 9 54 \$ 2,052.00 \$ 36G726 Nk Tokyo Floral Tempo	RETAIL	F	COST	. 2	UNITS	Α	7.00	RETAIL	COST	COLOR	CLASS#		
36G927 Nike Hertiage L/S Tee Top Pink (A8F) 28 56 60 12 72 \$ 2,016.00 \$ 36G927 Nike Hertiage L/S Tee Top White (001) 28 56 60 12 72 \$ 2,016.00 \$ 36G712 Heritage Crew Top Pink (A8F) 38 76 60 18 108 \$ 4,104.00 \$ 36G725 Tokyo Floral Legging Bottoms Pink (A8F) 30 60 60 18 108 \$ 3,240.00 \$ 36G725 Tokyo Floral Legging Bottoms Midnight Navy (U90) 30 60 60 18 108 \$ 3,240.00 \$ 36G725 Tokyo Floral Legging Bottoms Midnight Navy (U90) 30 60 60 18 108 \$ 3,240.00 \$ 36G725 Heritage Jogger Bottoms Royal Pulse (U8H) 38 76 60 9 54 \$ 2,052.00 \$ 36G747 Heritage Jogger Bottoms Carbon Heather (GEH) 38 76 60 9	4,752.00	\$	2,376.00	\$	108	18	60	44	22	White (001)	Top	Tokyo Floral Swoosh L/S Tee	36G925
36G927 Nike Hertiage L/S Tee Top White (001) 28 56 60 12 72 \$ 2,016.00 \$ 36G712 36G712 Heritage Crew Top Pink (A8F) 38 76 60 18 108 \$ 4,104.00 \$ 36G725 Tokyo Floral Legging Bottoms Pink (A8F) 30 60 60 18 108 \$ 3,240.00 \$ 36G725 Tokyo Floral Legging Bottoms Midnight Navy (U90) 30 60 60 18 108 \$ 3,240.00 \$ 36G747 Heritage Jogger Bottoms Royal Pulse (U8H) 38 76 60 9 54 \$ 2,052.00 \$ 36G726 Nk Tokyo Floral Tempo She Shorts Pink (A8F) 20 40 60 6 36 \$ 720.00 \$ 36G726 Nk Tokyo Floral Tempo She Shorts Midnight Navy (U90) 20 40 60 6 36 \$ 720.00 \$ 36G727 Tokyo Floral Wind Runner Jackets Pink (A8F) 60 120 60 12 72	4,752.00	\$	2,376.00	\$	108	18	60	44	22	Carbon Heather (GEH)	Top	Tokyo Floral Swoosh L/S Tee	36G925
36G712 Heritage Crew Top Pink (A8F) 38 76 60 18 108 \$ 4,104.00 \$ 36G725 36G725 Tokyo Floral Legging Bottoms Pink (A8F) 30 60 60 18 108 \$ 3,240.00 \$ 36G725 36G725 Tokyo Floral Legging Bottoms Midnight Navy (U90) 30 60 60 18 108 \$ 3,240.00 \$ 36G747 Heritage Jogger Bottoms Royal Pulse (U8H) 38 76 60 9 54 \$ 2,052.00 \$ 36G747 Heritage Jogger Bottoms Carbon Heather (GEH) 38 76 60 9 54 \$ 2,052.00 \$ 36G726 Nk Tokyo Floral Tempo Shc Shorts Pink (A8F) 20 40 60 6 36 \$ 720.00 \$ 36G726 Nk Tokyo Floral Tempo Shc Shorts Midnight Navy (U90) 20 40 60 6 36 \$ 720.00 \$ 36G727 Tokyo Floral Wind Runner Jackets Pink (A8F) 60 120 60 12 <td>4,032.00</td> <th>\$</th> <td>2,016.00</td> <td>\$</td> <td>72</td> <td>12</td> <td>60</td> <td>56</td> <td>28</td> <td>Pink (A8F)</td> <td>Top</td> <td>Nike Hertiage L/S Tee</td> <td>36G927</td>	4,032.00	\$	2,016.00	\$	72	12	60	56	28	Pink (A8F)	Top	Nike Hertiage L/S Tee	36G927
36G725 Tokyo Floral Legging Bottoms Pink (A8F) 30 60 60 18 108 \$ 3,240.00 \$ 36G725 36G725 Tokyo Floral Legging Bottoms Midnight Navy (U90) 30 60 60 18 108 \$ 3,240.00 \$ 36G747 Heritage Jogger Bottoms Royal Pulse (U8H) 38 76 60 9 54 \$ 2,052.00 \$ 36G747 Heritage Jogger Bottoms Carbon Heather (GEH) 38 76 60 9 54 \$ 2,052.00 \$ 2,052.00 \$ 36G726 Nk Tokyo Floral Tempo Sho Shorts Pink (A8F) 20 40 60 6 36 \$ 720.00 \$ 36G720 \$ 36G727 Tokyo Floral Wind Runner Jackets Pink (A8F) 60 120 60 12 72 \$ 4,320.00 \$ 36G727 Tokyo Floral Wind Runner Jackets Midnight Navy (U90) 60 120 60 12 72 \$ 4,320.00 \$ 36G713 Heritage FZ Jackets Royal Pulse (U8H) 48 96 </td <td>4,032.00</td> <th>\$</th> <td>2,016.00</td> <td>\$</td> <td>72</td> <td>12</td> <td>60</td> <td>56</td> <td>28</td> <td>White (001)</td> <td>Top</td> <td>Nike Hertiage L/S Tee</td> <td>36G927</td>	4,032.00	\$	2,016.00	\$	72	12	60	56	28	White (001)	Top	Nike Hertiage L/S Tee	36G927
36G725 Tokyo Floral Legging Bottoms Midnight Navy (U90) 30 60 60 18 108 \$ 3,240.00 \$ 36G747 Heritage Jogger Bottoms Royal Pulse (U8H) 38 76 60 9 54 \$ 2,052.00 \$ 2,052.00 \$ 36G747 Heritage Jogger Bottoms Carbon Heather (GEH) 38 76 60 9 54 \$ 2,052.00 \$ 2,052.00 \$ 2,052.00 \$ 36G726 Nk Tokyo Floral Tempo Sho Shorts Pink (A8F) 20 40 60 6 36 \$ 720.00 \$ 36G726 Nk Tokyo Floral Tempo Sho Shorts Midnight Navy (U90) 20 40 60 6 36 \$ 720.00 \$ 36G727 Tokyo Floral Wind Runner Jackets Pink (A8F) 60 120 60 12 72 \$ 4,320.00 \$ 36G713 Heritage FZ Jackets Royal Pulse (U8H) 48 96 60 12 72 \$ 3,456.00 \$ 36G713 Heritage Dress Dresses Pink (A8F) 42 84 60 4	8,208.00	\$	4,104.00	\$	108	18	60	76	38	Pink (A8F)	Top	Heritage Crew	36G712
36G747 Heritage Jogger Bottoms Royal Pulse (U8H) 38 76 60 9 54 \$ 2,052.00 \$ 36G747 36G747 Heritage Jogger Bottoms Carbon Heather (GEH) 38 76 60 9 54 \$ 2,052.00 \$ 2,052.00 \$ 36G726 Nk Tokyo Floral Tempo Sho Shorts Pink (A8F) 20 40 60 6 36 \$ 720.00 \$ 36G726 Nk Tokyo Floral Tempo Sho Shorts Midnight Navy (U90) 20 40 60 6 36 \$ 720.00 \$ 36G727 Tokyo Floral Wind Runner Jackets Pink (A8F) 60 120 60 12 72 \$ 4,320.00 \$ 36G713 Heritage FZ Jackets Midnight Navy (U90) 60 120 60 12 72 \$ 4,320.00 \$ 36G713 Heritage FZ Jackets Royal Pulse (U8H) 48 96 60 12 72 \$ 3,456.00 \$ 36G713 Heritage Dress Dresses Pink (A8F) 42 84 60 4 24 \$ 1,008.0	6,480.00	\$	3,240.00	\$	108	18	60	60	30	Pink (A8F)	Bottoms	Tokyo Floral Legging	36G725
36G747 Heritage Jogger Bottoms Carbon Heather (GEH) 38 76 60 9 54 \$ 2,052.00 \$ 36G726 Nk Tokyo Floral Tempo Sho Shorts Pink (A8F) 20 40 60 6 36 \$ 720.00 \$ 36G726 Nk Tokyo Floral Tempo Sho Shorts Midnight Navy (U90) 20 40 60 6 36 \$ 720.00	6,480.00	\$	3,240.00	\$	108	18	60	60	30	Midnight Navy (U90)	Bottoms	Tokyo Floral Legging	36G725
36G726 Nk Tokyo Floral Tempo Shd Shorts Pink (A8F) 20 40 60 6 36 \$ 720.00 \$ 36G726 Nk Tokyo Floral Tempo Shd Shorts Midnight Navy (U90) 20 40 60 6 36 \$ 720.00 <	4,104.00	\$	2,052.00	\$	54	9	60	76	38	Royal Pulse (U8H)	Bottoms	Heritage Jogger	36G747
36G726 Nk Tokyo Floral Tempo Shd Shorts Midnight Navy (U90) 20 40 60 6 36 \$ 720.00 \$ 36G727 Tokyo Floral Wind Runner Jackets Pink (A8F) 60 120 60 12 72 \$ 4,320.00 \$ 4,320.00 \$ 4,320.00 \$ 36G727 Tokyo Floral Wind Runner Jackets Midnight Navy (U90) 60 120 60 12 72 \$ 4,320.00 \$ 36G713 Heritage FZ Jackets Royal Pulse (U8H) 48 96 60 12 72 \$ 3,456.00 \$ 36G713 Heritage FZ Jackets Carbon Heather (GEH) 48 96 60 12 72 \$ 3,456.00 \$ 36G720 \$ 3,456.00 \$ 36G720 \$ 4 24 \$ 1,008.00 \$ 36G720 \$ 3,456.00 \$ 36G720	4,104.00	\$	2,052.00	\$	54	9	60	76	38	Carbon Heather (GEH)	Bottoms	Heritage Jogger	36G747
36G727 Tokyo Floral Wind Runner Jackets Pink (A8F) 60 120 60 12 72 \$ 4,320.00 \$ 4,320.00 \$ 36G727 Tokyo Floral Wind Runner Jackets Midnight Navy (U90) 60 120 60 12 72 \$ 4,320.00 \$ 4,320.00 \$ 36G713 Heritage FZ Jackets Royal Pulse (U8H) 48 96 60 12 72 \$ 3,456.00 \$ 3,456.00 \$ 36G713 Heritage FZ Jackets Carbon Heather (GEH) 48 96 60 12 72 \$ 3,456.00 \$ 36G720 Heritage Dress Dresses Pink (A8F) 42 84 60 4 24 \$ 1,008.00 \$ 36G720	1,440.00	\$	720.00	\$	36	6	60	40	20	Pink (A8F)	Shorts	Nk Tokyo Floral Tempo Sho	36G726
36G727 Tokyo Floral Wind Runner Jackets Midnight Navy (U90) 60 120 60 12 72 \$ 4,320.00 \$ 36G713 Heritage FZ Jackets Royal Pulse (U8H) 48 96 60 12 72 \$ 3,456.00 \$ 3,456.00 \$ 36G713 Heritage FZ Jackets Carbon Heather (GEH) 48 96 60 12 72 \$ 3,456.00 \$ 3,456.00 \$ 36G720 Heritage Dress Dresses Pink (A8F) 42 84 60 4 24 \$ 1,008.00 \$ 36G720	1,440.00	\$	720.00	\$	36	6	60	40	20	Midnight Navy (U90)	Shorts	Nk Tokyo Floral Tempo Sho	36G726
36G713 Heritage FZ Jackets Royal Pulse (U8H) 48 96 60 12 72 \$ 3,456.00 \$ 36G713 Heritage FZ Jackets Carbon Heather (GEH) 48 96 60 12 72 \$ 3,456.00 \$ 3,456.00 \$ 36G720 Heritage Dress Dresses Pink (A8F) 42 84 60 4 24 \$ 1,008.00 \$ 34G720	8,640.00	\$	4,320.00	\$	72	12	60	120	60	Pink (A8F)	Jackets	Tokyo Floral Wind Runner	36G727
36G713 Heritage FZ Jackets Carbon Heather (GEH) 48 96 60 12 72 \$ 3,456.00 \$ 36G720 Heritage Dress Dresses Pink (A8F) 42 84 60 4 24 \$ 1,008.00 \$	8,640.00	\$	4,320.00	\$	72	12	60	120	60	Midnight Navy (U90)	Jackets	Tokyo Floral Wind Runner	36G727
36G720 Heritage Dress Dresses Pink (A8F) 42 84 60 4 24 \$ 1,008.00 \$	6,912.00	\$	3,456.00	\$	72	12	60	96	48	Royal Pulse (U8H)	Jackets	Heritage FZ	36G713
	6,912.00	\$	3,456.00	\$	72	12	60	96	48	Carbon Heather (GEH)	Jackets	Heritage FZ	36G713
36G732 Heritage Set Sets Royal Pulse (U8H) 55 110 60 4 24 \$ 1,320.00 \$	2,016.00	\$	1,008.00	\$	24	4	60	84	42	Pink (A8F)	Dresses	Heritage Dress	36G720
	2,640.00	\$	1,320.00	\$	24	4	60	110	55	Royal Pulse (U8H)	Sets	Heritage Set	36G732
36G732 Heritage Set Sets Pink (A8F) 55 110 60 4 24 \$ 1,320.00 \$	2,640.00	\$	1,320.00	\$	24	4	60	110	55	Pink (A8F)	Sets	Heritage Set	36G732
36G932 kyo Floral Tunic & Legging Sets Pink (A8F) 44 88 60 12 72 \$ 3,168.00 \$	6,336.00	\$	3,168.00	\$	72	12	60	88	44	Pink (A8F)	Sets	kyo Floral Tunic & Legging	36G932
36G932 kyo Floral Tunic & Legging Sets Midnight Navy (U90) 44 88 60 12 72 \$ 3,168.00 \$	6,336.00	\$	3,168.00	\$	72	12	60	88	44	Midnight Navy (U90)	Sets	kyo Floral Tunic & Legging	36G932
	100,896.00	\$ '	50,448.00	\$!	1368	228	Totals						

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

TODDLER STYLE # 26G720 \$42.00	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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