

NEW PURCHASING ANALYSIS

DATE SUBMITTED BY

TARGET LAUNCH DATE LEAD TIME MERCHANDISE

LEAD TIME DISPLAY / COLLATERAL

METRICS FOR THIS PRODUCT

PROJECTED REVENUE (1ST 12 MONTHS) PROJECTED REVENUE POTENTIAL

PROJECTED GROSS PROFIT % PROJECTED INVENTORY TURN

PRODUCT DESCRIPTION

SEGMENT BASIC BRIDAL LOOSE DIAMOND FASHION

PROGRAM OR COLLECTION

DESIGN DESCRIPTION

METALS DIAMOND QUALITIES

RETAIL PRICE(S) POINT RANGE ASSORTMENT - # OF SKUS

OPPORTUNITY/POSITIONING

STATUS NEW ASSORTMENT EXTENSION OF CURRENT PRODUCT

CUSTOMER DEMOGRAPHICS

REVENUE INCREMENTAL OR PROJECTED IMPACT ON OTHER PRODUCT

COMPETING PRODUCT IN MARKETPLACE

MARKETING/ADVERTISING

RADIO / PRINT / SOCIAL MEDIA CONCEPT AND DESCRIPTION

BROCHURE / OTHER COLLATERAL CONCEPT AND DESCRIPTION

DISPLAY / SIGNAGE CONCEPT AND DESCRIPTION

COSTS

PROJECTED UPFRONT COSTS

PROJECTED INVENTORY INVESTMENT

ADVERTISING / MARKETING

SHELF STOCK REQUIREMENTS

MEMO REQUIREMENTS

EXIT STRATEGY / EST. LOSS & RECOVERY

OPERATIONAL ASPECTS

PRODUCTION / SOURCING

REPLENISHMENT / PIPELINE

PROJECTED RUN LIFE