SIX MONTH MERCHANDISE BUDGET PLAN
Spring 2021

Season

Planned	%	LY
Sales Increase/Decrease	0.05	250000
IMU (Initial Markup)	=(C9+C10+C6+C7+C8+C11-C12)/(C19+C6+C7+C8)	
Markdowns	0.173	
Sales Discounts	0.06	
Shrinkage	0.02	
Operating Expense	0.464	
Operating Profit	0.086	
Alterations/ Workroom Expense	0.018	
Earned Cash Discounts	0.05	
Stock Turnover	3.5	
Freight	0.06	
Maintained Markup Projection	=C5-(C6+C7+C8)*(1-C5)	
GMROI $	=(C18-C61)/AVERAGE(C21,C23)*(1-C39)	

Retail Values

	Season/Total	FEB	MAR	APR	MAY	JUN	JUL
Sales $	=D4+(D4*C4)	=D19*$C$18	=E19*$C$18	=F19*$C$18	=G19*$C$18	=H19*$C$18	=I19*$C$18
Sales %	=SUM(D19:I19)	16.1%	17.3%	16.4%	17.0%	16.7%	16.5%
BOM $	=D21	=($C$18/$C$13)*0.5*(1+D18/($C$18/6))	=($C$18/$C$13)*0.5*(1+E18/($C$18/6))	=($C$18/$C$13)*0.5*(1+F18/($C$18/6))	=($C$18/$C$13)*0.5*(1+G18/($C$18/6))	=($C$18/$C$13)*0.5*(1+H18/($C$18/6))	=($C$18/$C$13)*0.5*(1+I18/($C$18/6))
Stock/Sales Ratio		=D21/D18	=E21/E18	=F21/F18	=G21/G18	=H21/H18	=I21/I18
EOM $	=I23	=E21	=F21	=G21	=H21	=I21	=AVERAGE(D21:I21)
Markdown $	=C18*C6	=D27*$C$25	=E27*$C$25	=F27*$C$25	=G27*$C$25	=H27*$C$25	=I27*$C$25
Markdown % of Sales	=C25/$C$18	=D25/$C$18	=E25/$C$18	=F25/$C$18	=G25/$C$18	=H25/$C$18	=I25/$C$18
Markdown Distribution %	=SUM(D27:I27)	15.9%	16.2%	16.4%	16.7%	17.3%	17.5%
Sales Discounts $	=C18*C7	=D31*$C$29	=E31*$C$29	=F31*$C$29	=G31*$C$29	=H31*$C$29	=I31*$C$29
Discount % of Sales	=C29/$C$18	=D29/$C$18	=E29/$C$18	=F29/$C$18	=G29/$C$18	=H29/$C$18	=I29/$C$18
Discount Distribution of Sales	=SUM(D31:I31)	15.9%	16.1%	16.8%	17.3%	17.2%	16.7%
Shrinkage $	=C18*C8	=D35*$C$33	=E35*$C$33	=F35*$C$33	=G35*$C$33	=H35*$C$33	=I35*$C$33
Shrinkage % of Sales	=C33/$C$18	=D33/$C$18	=E33/$C$18	=F33/$C$18	=G33/$C$18	=H33/$C$18	=I33/$C$18
Shrinkage Distribution %	=SUM(D35:I35)	16.7%	16.7%	16.7%	16.6%	16.7%	16.6%
Purchase @ Retail	=SUM(D37:I37)	=D18+D25+D29+D33+D23-D21	=E18+E25+E29+E33+E23-E21	=F18+F25+F29+F33+F23-F21	=G18+G25+G29+G33+G23-G21	=H18+H25+H29+H33+H23-H21	=I18+I25+I29+I33+I23-I21
Cumulative Markup %	=(C45-C59)/C45	=(D45-D59)/D45	=(E45-E59)/E45	=(F45-F59)/F45	=(G45-G59)/G45	=(H45-H59)/H45	=(I45-I59)/I45
Average Inventory $	=AVERAGE(D21:I21,I23)	=AVERAGE(D21,D23)	=AVERAGE(E21,E23)	=AVERAGE(F21,F23)	=AVERAGE(G21,G23)	=AVERAGE(H21,H23)	=AVERAGE(I21,I23)
Stock Turnover #	=C18/C41	=D18/D41	=E18/E41	=F18/F41	=G18/G41	=H18/H41	=I18/I41
Total Goods Handled @ Retail $	=SUM(D45:I45)	=D21+D37	=E21+E37	=F21+F37	=G21+G37	=H21+H37	=I21+I37
Gross Margin $	=C18-((C61-(C18*$C$12)+(C18*$C$11)))	=D18-((D61-(D18*$C$12)+(D18*$C$11)))	=E18-((E61-(E18*$C$12)+(E18*$C$11)))	=F18-((F61-(F18*$C$12)+(F18*$C$11)))	=G18-((G61-(G18*$C$12)+(G18*$C$11)))	=H18-((H61-(H18*$C$12)+(H18*$C$11)))	=I18-((I61-(I18*$C$12)+(I18*$C$11)))
Gross Margin %	=C47/C18	=D47/D18	=E47/E18	=F47/F18	=G47/G18	=H47/H18	=I47/I18

Cost Values

	Season/Total	FEB	MAR	APR	MAY	JUN	JUL
Purchase @ Cost $	=SUM(D51:I51)	=D37*($C$19-$C$5)	=E37*($C$19-$C$5)	=F37*($C$19-$C$5)	=G37*($C$19-$C$5)	=H37*($C$19-$C$5)	=I37*($C$19-$C$5)
Freight Cost $	=SUM(D53:I53)	=D51*$C$14	=E51*$C$14	=F51*$C$14	=G51*$C$14	=H51*$C$14	=I51*$C$14
BOM Cost $	$ 40,000	=C55	=D57	=E57	=F57	=G57	=H57
EOM Cost $	=I57	=D23*($C$19-D39)	=E23*($C$19-E39)	=F23*($C$19-F39)	=G23*($C$19-G39)	=H23*($C$19-H39)	=I23*($C$19-I39)
Total Goods Handled @ Cost $	=SUM(D59:I59)	=SUM(D55+D51+D53)	=SUM(E55+E51+E53)	=SUM(F55+F51+F53)	=SUM(G55+G51+G53)	=SUM(H55+H51+H53)	=SUM(I55+I51+I53)
Cost of Goods Sold $	=SUM(D61:I61)	=D59-D57	=E59-E57	=F59-F57	=G59-G57	=H59-H57	=I59-I57