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Merchandise Planning Workbook

By Rosetta LaFleur

Bloomsbury Publishing Plc. Multiple copy pack. Book Condition: new. BRAND NEW, Merchandise Planning Workbook, Rosetta LaFleur, The recipe for profitability is presented in Merchandise Planning Workbook. Focusing on the development of a six-month merchandise plan, the text explains how to use Excel 2007 as a tool to project sales, manage inventory, calculate the amount of merchandise to purchase, and adjust the price throughout the selling season. Application Exercises throughout the chapters familiarize students with each aspect of the plan, provide practice in inputting formulas and data, and demonstrate the impact of changing variables. Seven end-of-chapter assignments, when completed in sequence, produce a merchandise plan for a selling season. By mastering this important aspect of merchandising math, students can develop a marketable competency to help launch their careers in retailing. Introducing Merchandise Planning Workbook STUDIO--an online tool for more effective study! ~Study smarter with self-quizzes featuring scored results and personalized study tips ~Enhance your learning with a 6 month merchandise budget form for a basic product ~Review concepts with evaluation form assignments covering various textbook topics This bundle includes Merchandise Planning Workbook and Merchandise Planning Workbook STUDIO Access Card.



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