

11.13: Introduction to Merchandise Planning and Management

What you'll learn to do: Identify the important aspects of merchandise planning and management

Merchandise management and planning are an essential part of successful apparel retailers. Here are a few statistics to consider regarding the size of the apparel market on a global level.

In total the global apparel market is approximately \$3 billion dollars, 2% of the world's GDP (Gross Domestic Product). How does that break down into categories within the global apparel market?

- Womenswear: \$621 billion
- Menswear: \$402 billion
- Childrenswear: \$186 billion
- Sports Footwear: \$90 billion
- Bridalwear: \$57 billion
- Luxury Goods: \$339 billion

In this module we will explore the important characteristics of Merchandise Management that support this \$3B industry.

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