

# 7 CONSIDERATIONS when selecting your next Merchandise Planning Platform



Adopting a continuous merchandising  
approach in 2024

**The traditional planning cycle is too static and linear; it's not how great Merchandisers actually work!**

Fashion retailers that adopt new **merchandise planning platforms** can take a continuous approach, tapping into ongoing feedback loops to adjust to demand as it evolves.

Whether you're fine-tuning preseason planning or inventory distribution processes, make sure to **select a platform that lets you...**



#1

## Eliminate silos

Assortment planning should not be seen as a static preseason task, but rather a continuous exercise that works hand-in-hand with in-season activities.

As planning horizons continue shortening, you'll need to be able to **adjust plans based on real-time data and feedback** from customers, supply chains, sales and other sources to optimize plans and improve execution.



#2

## Stop planning for markdowns

You don't need to markdown as much if the stock is in the right place at the right time.

Over-allocating and over-buying drive markdown. Fix those by understanding and responding to demand at a hyper-local level (point of sale/SKU/day) before you optimize the level of discount you're applying.



#3

**Streamline  
operations & drive  
efficiency through AI**

A merchandise planning platform that incorporates **AI and automation** can help you be more efficient and responsive.

Streamlining operations lead to **improved margins in a matter of months** while also freeing up more time for the human judgment and creativity needed for initial planning and innovation.



## #4

## Meet your *fashion-specific* needs

There's no one-size-fits-all solution in retail. Insist on forecasting that's tailored to fashion.

Look for a platform that meets the specific needs of your fashion business to **maximize collection profitability upstream and full-price sales downstream** such as accounting for size curves, seasonality, visual merchandising rules, and more.



#5

## Understand what's happening “under the hood”

Transforming from traditional ways of working to AI-driven automation and demand forecasting requires ongoing trust and reassurance.

Be sure your new merchandise planning platform provides **visibility and explainability to strengthen adoption** and avoid manual overrides due to mistrust.



#6

## Start where it makes sense

You don't have to change everything at once. **Look for the quickest wins** and buy into a platform that easily sits within your tech ecosystem.

Often, the easiest place to start is in-season, maximizing full-price sell through of current inventory investments. Once that's aced, adjust assortment and buying decisions with a clearer picture of demand for your items.





#7

## Grow & evolve

Future-proof your business by choosing a platform that enables you to grow and evolve over time.

The right platform should offer you **powerful and unlimited data capturing, processing and storage capabilities** without having to increase your investment in headcount, leveraging the existing workforce to expand efficiently.



As the separation between planning and execution become more blurred, **it is critical to choose the right merchandise planning platform.**

**Are you ready to make the move from linear to continuous merchandising?**

Learn more by clicking on the link in the comments!

