

# ANALISIS KEY PERFORMANCE INDEX MERCHANDISE PT BANANA REPUBLIC INDONESIA

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Purchases are the most important part of all retail businesses. Budgeting the purchases well is the key issue in avoiding over or under purchases. This research is made for PT Banana Republic Indonesia, established in 1969, by Don and Dorry Fisher. The company operates in the fashion industry and primarily targeting young business professional with its chic yet versatile designs.

The idea for this research was ignited by the fact that PT Banana Republic Indonesia has been failing in terms of sales compare to last years due to excessive accumulated stocks from past seasons and the author believes that PT Banana Republic Indonesia requires tools or knowledge about how to plan their purchases in a more accurate and economical way.

The research process started by an overview of relevant theory about purchases planning, evaluating the merchandise management performance, developing an assortment plan, and evaluating the merchandise budget plan to offer more attractive and in-trend stocks to offer to customer. An Excel based purchases budgeting tool was designed and created. The outcome of this research is a purchases budgeting tool for buyers in the fashion industry.

Keywords : Merchandise Management, Merchandise Budget Plan, Open-to-Buy, Sales to Stock Ratio, Sell Through, Sales per Square Foot, and Gross Margin Return on Investment