

MERCHANDISING DPT.

MISSION: BRING MERCHANDISING STRATEGY TO  
NEW AND GROWING BRANDS .

Merchandising Dpt will create a bespoke merchandising framework that will support your brands growth beyond the consultation period.

We are positioned as an entry to the world of merchandising.

We have a transparent approach to consulting.

We understand that not every brands needs are the same and operate with flexibility for projects of all sizes.

Merchandising Dpt is run by me, Nathan Byron.

After over 10 years working in global merchandising roles for luxury companies, I want to use learnings from successes (and failures) to support new and growing brands.

My experience has taught me that a streamlined and product led Merchandising framework is central to brands fulfilling customers needs.

The approach I take places the brands vision and product at the centre of the process and uses human eye and experience supported by data and software.

For more on my background: [Linkedin](#)

SERVICES + DELIVERY

# SERVICES: STAGES

## IDEATION, BRIEFING AND DEVELOPMENT

Process includes initial design inspiration and design brief from Merchandising until release for bulk production.

Includes translation of sales results and market research into strategy, sketching, choosing fabrics and trims, ordering and giving feedback on samples.

## SELL-IN / MARKET

Samples are delivered and merchandising create the master assortment and finalise pricing.

Presentation of collection to retail and wholesale teams.

Final orders quantified, allocated by region and store, sized and sent to production.

## PRODUCTION AND LOGISTICS

Process from the start of bulk production to creation of final products based on designs, to distribution of produced goods to relevant locations.

### Merchandising Activities

Creation of marketing and training materials, e-commerce copy and guidelines and visual merchandising guidelines reflecting seasons vision.

## SELL-OUT / TRADING

Sales period when the collection is available at the ideal time and locations.

This includes weekly analysis of deliveries and sales and concludes with markdown strategy and final sales analysis.

This information feeds into the development for next season.

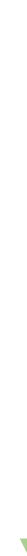
# SERVICES: MERCHANDISING FRAMEWORK

1. IDEATION, BRIEFING AND DEVELOPMENT



2. SELL-IN / MARKET

MERCHANDISING  
FRAMEWORK



3. PRODUCTION AND LOGISTICS  
(MERCHANDISING ACTIVITIES)



4. SELL-OUT / TRADING



# SERVICES: EXAMPLE SERVICES BY STAGE

## 1. IDEATION, BRIEFING AND DEVELOPMENT

- In-depth Competitor Research – by category, currency, sector.
- End-of-Season Sell-out Analysis Review
- Time-to-market / Critical Path Assessment and Recommendations
- Category Planning and Expansion assessment and recommendations.
- Range Plan and Design Brief
- Fabric Development Recommendations
- Fabric-to-Sketch Review and Recommendations

## 2. SELL-IN/MARKET

- Market Preparation of budgets with Finance and Planning.
- Line Plan / Buy Sheet Preparation
- Collection Review, Edit and Recommendations
- Master Assortment and Buying Strategy
- Delivery Timing Strategy
- Wholesale Strategy
- Visual Merchandising Recommendations
- Online Merchandising Recommendations
- Post-Market Sell-In Analysis

## 3. PROD + LOG (MERCH ACTIVITIES)

- Training Documents for Retail and Wholesale
- Visual Merchandising Guidelines
- Online Merchandising Guidelines
- E-commerce Copy write / review.

## 4. SELL-OUT/TRADING

- WSSI and Sales Tracker
- Wholesale and Store feedback forms and collation
- In-season actions, re-order and transfer recommendations
- In-season online merchandising review e.g. sequencing.
- Markdown Strategy
- End-of-Season Sell-out Analysis



# DELIVERY: CONSULTING PROCESS

7. MERCHANDISING FRAMEWORK DELIVERED WITH CONTINUED SUPPORT AVAILABLE.

1. INTRODUCTION

2. WORK TOGETHER TO DEFINE THE TYPE OF MERCHANDISING FRAMEWORK REQUIRED.

6. WORK THROUGH MERCHANDISING FRAMEWORK WITH REGULAR FEEDBACK AND INFORMATION GATHERING SESSIONS.

CONSULTING  
PROCESS

3. DEFINE INTERNAL POINTS OF CONTACT AND HOLD INTRODUCTIONS

5. TRANSPARENT CRITICAL PATH AND PRICING PLAN CREATED FOR MERCHANDISING FRAMEWORK.

4. UNDERTAKE INTERNAL ASSESSMENT

## DELIVERY: HOW WE WORK

Merchandising Dpt. is based in London and offer remote and in-person bespoke consultancy services.

The process begins with a free introduction to get to know each other.

The consultation combines a mix of strategy and planning with practical action creating deliverables for use after the consultation period.

### TRANSPARENCY

Bespoke consultation fee from £600 per day, this is for 8 hours of work.

All work is to be agreed up front with details of the approximate number of hours by task provided.

A detailed invoice will be sent monthly.

### FLEXIBILITY

The task duration can be tailored to the needs of the client. E.g. 15 day competitor research in multiple currencies and categories vs 3 day version with less content.