

What is line planning in garment industry?

Line planning is **scheduling and allocating of orders to production lines according to product setting (product is being made in the line) and due dates of production completion**

Plan the Merchandise Presentation Planning an exciting merchandise presentation is one of the most important steps in establishing the store and fashion image. Arranging the merchandise in the store with relation to floor and wall space must be carefully planned in order to produce maximum sales dollars per square foot. Today's consumers demand convenient, easy-to-traverse traffic patterns in the store; merchandise that is positioned in easy-to-find locations and easy to shop; displays that excite and depict the lifestyle of the shopper; and an exciting "retailtainment" environment in the store. A store may be arranged or merchandise may be presented using a variety of techniques. The store may be arranged by a) creating a 3 x 3 merchandise store layout presentation, b) building the merchandise presentation based on color dominance, c) coordinating product line groupings, d) creating shop concepts for various brands presentations, e) coordinating merchandise based on size, f) grouping merchandise by end use, and g) creating the merchandise presentation by price. Sometimes more than one of the presentation techniques are used simultaneously in the store. Creating the 3 x 3 merchandise store layout presentation and building the merchandise presentation based on color dominance will be discussed in Section 3: Planning the Retail Merchandise Presentation. The other techniques will be discussed briefly in this part of Section 2. Merchandising by Coordinating Product Line Groupings -- Many vendors build their seasonal product lines around groupings of product classifications that mix and match to create ensembles that can be worn for different occasions or various end uses. The products are usually produced in more than one colorway and have solid, pattern, and print colors that blend or match in specific colorways. Additionally, some related separates (i.e., product classifications with blending or matching fabrications, colorways, silhouettes, or occasion for wearing) are also merchandised together in order to create add-on or multiple sales. Four-way or quad fixtures and/or wall sections which are divided into segments are excellent for this type of merchandise presentation. On each of the four arms of the fixture, a completely accessorized ensemble of coordinating pieces and colors can be combined to teach the consumer how to mix and match the product classifications. The presentation can visually show an item going from work to an evening out or to a sporting event. Many times this type of presentation is found in sportswear departments, especially in the better to moderate priced areas of a store. Also, this type of presentation is frequently combined with the 3 x 3 presentation in order to create a "silent selling" environment for a department store or stores with customer service centers that have less sales associates to cover the selling floor.