



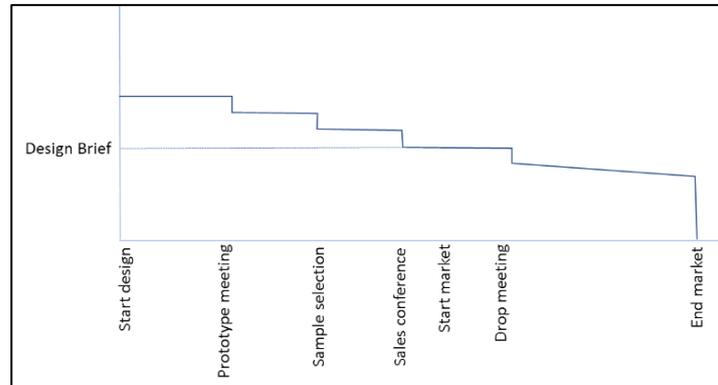
Genova PreSet

PreSeason Evaluation Tool

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Introduction

In the development cycle of collections, starting with design briefs and ending with the handover to sales, various meetings are organized to gather feedback on the designs and samples. This feedback can be both qualitative as quantitative and is used to streamline the offer to a collection that meets the markets' requirements.



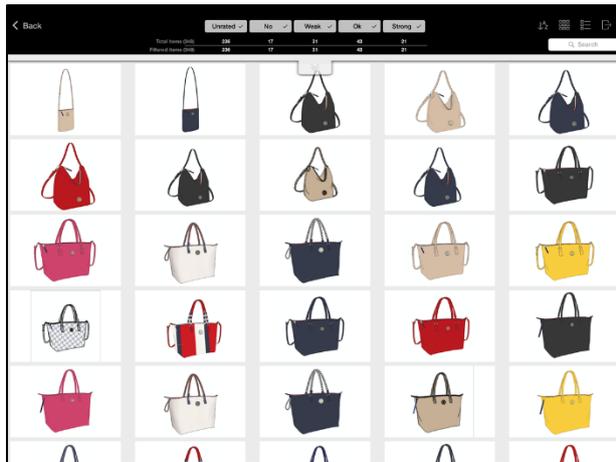
Prototype and Sample meetings

During the development of a collection, prototypes are created to visualize the different ideas and new developments of the design team. The over-development of a collection, creating more options than eventually needed for the market, is a common and necessary aspect of the design process.

As soon as the creative team has made the first visualization of new designs and styles, prototype or adoption meetings are organized to approve the first design directions and agree upon further developments. The attendees of these meetings can come from various departments and can have different functions in the organization such as designer, merchandizer, sales manager, retail manager and so forth.

These meetings are important milestones in the optimization process of the collection. Early feedback on the developments (in terms of variety and commerciality) will allow for important savings on development and sample costs. But also the early identification of missing items or trends will help to generate a profitable collection as this leads to a reduction of late additions. In preparation of the sales conference or line opening, salesman samples have to be ordered to be able to show the collection to the markets. Again an important moment to gather feedback. To support these processes in an efficient manner, Genova has developed Genova PreSet, the PreSeason Evaluation Tool.

Genova PreSet presents the prototypes, concepts or designs on the iPad in a dynamic manner. Relevant information such as sketches, looks, theme, price points and additional photos, can be presented as well.



A text functionality allows to enter comments to provide specific feedback. Self-made pictures can be added easily.

The evaluations and comments are sent back to the central and secure database as soon as the user is on-line. The tool has been built to enable off line use so it can be used anywhere, anytime.

Sales Conference

The next important step in the process is the sales conference or line opening where the collection is handed over from the design organisation to the sales organisation. It's the energetic start of the sales period and it's up to the sales employees to translate the collection into potential sales in their market.

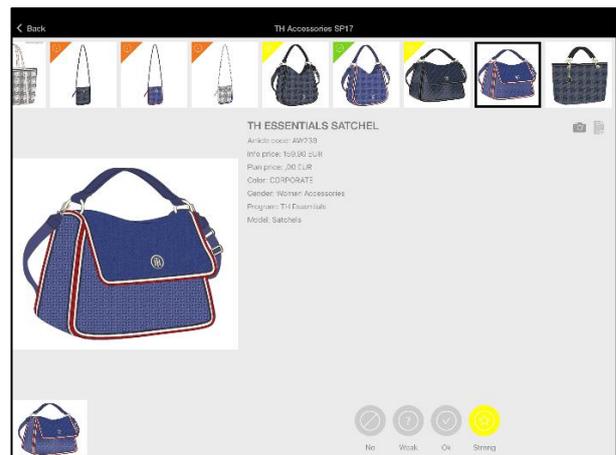


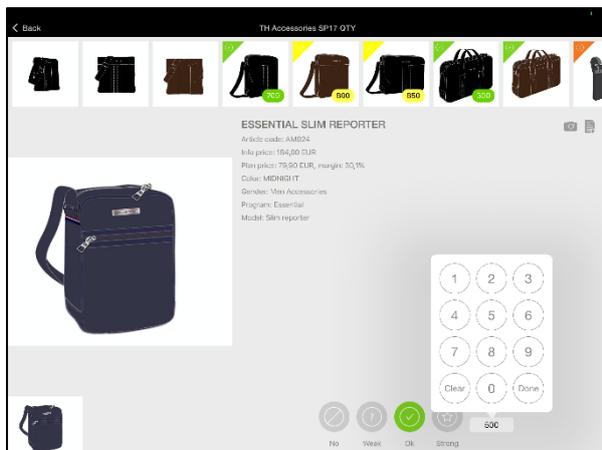
Often these meetings are also used to gather again feedback on the collections. Whether these are quantities for pre buys or commitments or qualitative feedback on commerciality to streamline the collection, this feedback needs to be processed quick and efficient.

Genova PreSet support these processes similar to the prototype meetings. It allows an easy and flexible capture of the opinions of panel members per item. If it is required to enter quantities for specific items (i.e. items that belong to an early drop or items that have an exceptional long lead-time) these can be added.

The various characteristics can also be used as dynamic filter per design, theme or product type. This way it is easy to select a group of articles to score.

Valuations are simple. The item can be Strong, Ok or Weak. Or you don't like it at all.

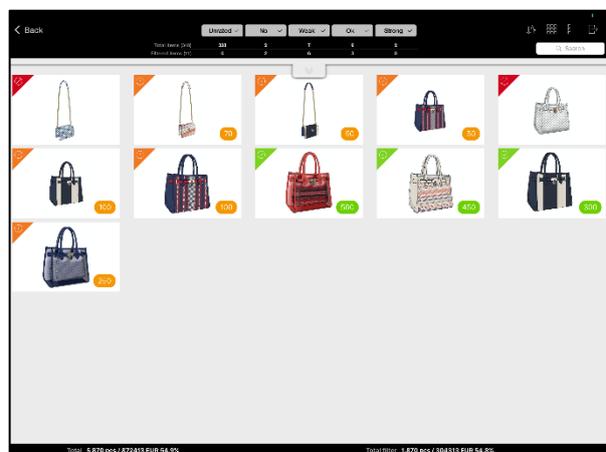




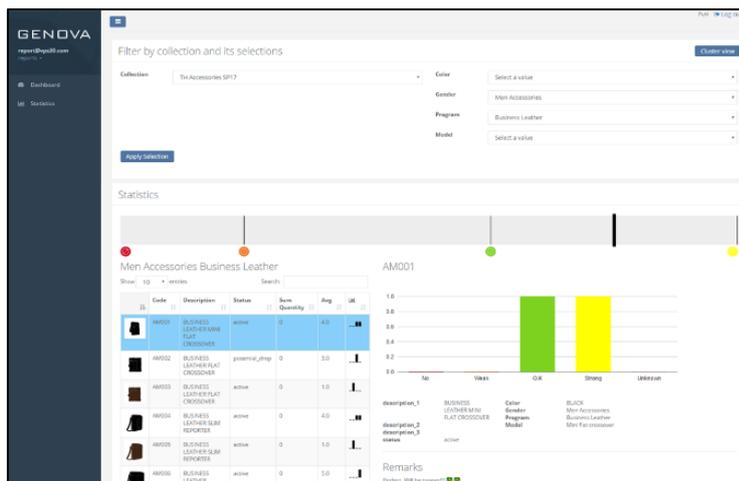
The panel member simply selects the item to review and enters its valuation and the quantity and moves on to the next item. When done, the total quantity, value and turnover per selection can be viewed.

Numbers are sent immediately back to the database to be processed, or once the user connects to a wireless network.

Some companies require the complete collection to be valued with quantities to predict the total sales, margins and quantities. By forecasting the complete collection it is possible to identify the risks in the new collection: items with a high estimation but narrow distribution, items with low coverage, unbalanced drops or theme's, over sku'd categories, etc.



Online PreSet Analysis and Evaluation



Besides the detailed information per item, clear insight is given on the evaluation of clusters (a combination of selection criteria) like drop/capsule, price point, target group, and so forth. This way it is ensured that the number of items and the strength of the offer is in balance with target objectives.

The feedback, both qualitative and quantitative, is directly presented in an online report. This report shows how the samples are perceived by the team and the consensus on the various items. Also the comments are shown so these can be discussed on the spot. Results can be downloaded to excel for further review.

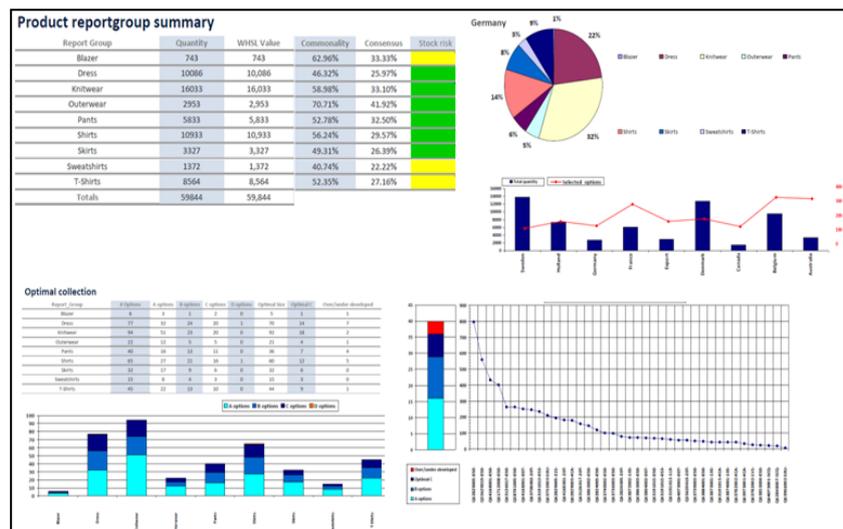


The rational presentation makes it much easier to agree on the steps that should be taken to start the next activity (i.e. the selection of the salesmen samples or preparation of the sales conference) with an optimal and successful collection.

PreSeason Evaluation Report

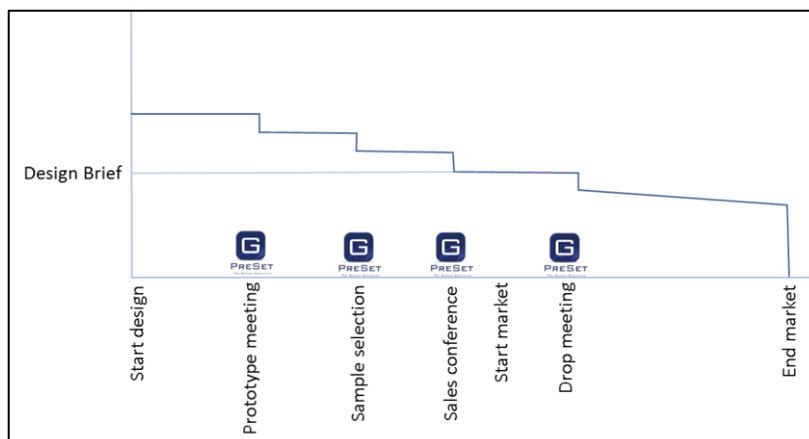
If the quantities are entered for the complete collection, a standard report is generated that provides detailed insight in the estimations per country (quantity, margins and value), and product category.

More important, it indicates the risks in the collection and in categories: which items have a high forecast and low consensus, what categories are too wide and need to be cut back? Which categories are actually underdeveloped? Which items are not going to sell? How is the margin influenced by the predictions?



Added Value

Genova PreSet adds immediate value to the design and sample processes by facilitating feedback and forecast on the collection item on various moments in time. It supports in making sound judgements and decisions on the collection and identifying risks and opportunities.



Setup and Control

Genova PreSet has been built to accommodate the dynamics prior to these meetings. Data might not (or only partly) be available in PDM or ERP systems and often require last minute changes.

The tools can be loaded easily with article information and pictures via a simple spreadsheet.

Maintenance of data and users is online and immediately distributed. Direct insight is given in the progress of the members reviewing the collection allowing an efficient follow up of activities.

Advantages Genova PreSet

- Fast and interactive rating and feedback on prototypes and salesman samples on various moments and occasions
- Immediate “Strength-Weakness” analysis of the collection and identification of risks
- Optimization of collection before production of samples, resulting in lower sample costs
- Reduction of late drops and additions to the collection, improving mileage and service
- Offline functionality enables optimal use (anytime/anywhere),
- Elimination of time consuming and error sensitive data gathering via email and spreadsheets
- No investment in hardware or IT resources
- Once data is loaded, Genova PreSet is operational immediately.

Technology

- Genova PreSet is installed on the Apple iPad simply by downloading it from the App store
- Genova PreSet prototype or sample data can be uploaded from a standard Excel sheet spreadsheet, so no complex interface with PDM or ERP is required
- Results are easily downloaded to Excel
- Genova PreSet is available as a service and is offered via the Cloud, so no extra investment in IT resources or support is needed.

About Genova Consultancy

Genova Consultancy is specialized in the optimization and implementation of demand planning and S&OP processes in the Apparel and Footwear industry. Our consultants have gained their experience working for various leading European fashion companies.