

# UNDER ARMOUR



Condensed Portfolio  
Charlotte Reilly





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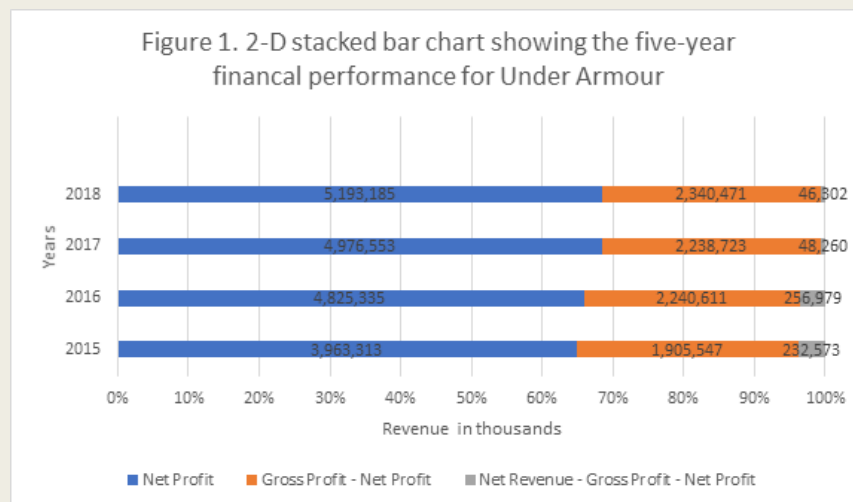
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# Part 1. Company Profile

## Company Profile:

Under Armour, Inc. is an American company that manufactures footwear, sports, and casual apparel. They are headquartered in Baltimore, Maryland and have over 151 factory house stores in North America. They also have four main distribution areas including North America, Latin America, Europe and Asia. Their vision is to inspire people with performance solutions that you never knew you needed and can't imagine living without.



## Financial Summary:

Above is the data found from Under Armour's annual sales reports. UA had its highest peak in revenue during 2015 and it slowly started to go downhill from there. In 2016 companies that UA partnered with were starting to go bankrupt like Gander Mountain, Sport Chalet, etc. Because of this they had to start selling their products to discount retailers. This obviously lowered the selling price, which ultimately lowers UA's revenue at the end of the day (Creswell, 2019). In 2018 finances continued to go downhill for Under Armour as their investors started to back out causing their stock to immediately decrease by 10% Just a few weeks ago, the CEO stepped down because of the financial issues they continue to have because of their performance wear that isn't 'as in' as to what their competitors sell (Creswell, 2019).



## Brand & Fashion Concept:

Under Armour's brand strategy is to help athletes portray love for their sport through the clothing they wear. Under Armour was the first company who started 'performance apparel'. Their mission statement says, their clothing works well with their body to enhance the customers performance as well as regulate heat (Sorbello, 2020). Under Armour has three main focal points. Apparel is their largest sector ranging between \$30 - \$200. Next is their footwear ranging anywhere from \$110 - \$700. Lastly, they have their accessories section ranging \$200 - \$1,100. (Soni, 2014) The apparel category that UA falls under would be moderate since they do cater to all age groups. Under Armour has many distribution channels besides the most common, retail stores. They also sell through wholesalers, licensings and other independent sales like fitness specialist, Pro and collegiate sports teams, military specialists, outdoor retailers and other specialty channels. (Sorbello, 2020). In 2009, 75% of Under Armour's revenue came from the retail chains. However, the other 25% was from the independent and specialty retailers. Since the company is so large, they have sourcing agencies who help them better reach their target customers and get the ball rolling with some of their products, promotions, marketing, exc.



## Market Position/ Competition:

Two of Under Armour's major competitors are Nike and Adidas. Nike has a large global reach, from Latin America all the way to Asia. Also Nike's brand image and endorsers force UA to use their funds on market research and endorsers to increase their brand research and to stay relevant in the market. (Farooq 2019) On the other hand, Adidas is dominant and has a huge market share in European countries. Both Nike and Adidas have been performing well in the past few years in the North American market, while UA is losing its market share. (Farooq 2019) As of 2019, Under Armour's annual revenue ending September 30th, 2019 was \$5.216 billion. (Macrotrends LLC 2020). Nike is per usual doing a lot better, with their annual revenue at \$39.12 billion. (MarketWatch 2020) And Adidas' annual revenue is at \$2.142 billion at the end of September 2019. Above is the pie chart which displays the global activewear market revenue amounts and percentages from 2019 (Statista, 2020).



<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>•UA has an extensive product line, including footwear, apparel and accessories. This eliminates the risk of failure and ensures a high sale ratio and continuous growth of the company</li> <li>•UA is a very well recognized brand and was voted the world's 5th most valuable business brand in 2017. (Business Strategy Hub 2019)</li> <li>•UA operates through multiple distribution networks. 65% is accumulated through wholesale while 31% is direct consumer sales.</li> <li>•UA has created apps to enhance their revenue and to expand their resources. They created MapMyFitness and MyFitnessPal.</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>•UA is very dependent on American markets. They have yet to expand to international markets. This is because they are still a relatively new company.</li> <li>•UA has a high investment expenditure. (Business Strategy Hub 2019)</li> <li>•UA has so much competition between Adidas and Nike. Adidas has been growing tremendously and stealing market share from both UA and Nike. (Bhasin 2019)</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>•UA is all about innovation. They are very technologically advanced and are trying to extend their product line, which will be good for them in the long run. (Business Strategy Hub 2019)</li> <li>•UA collaborates with department stores like Kohls, Macys and Dillards. They should consider more partnerships and collaborations to entertain more markets.</li> <li>•UA sales grew by 57% in 2017 because they were catering to international markets. They should continue to do that and that will keep their business growing as well.</li> <li>•UA strongest sales are in the Asia-Pacific region. Their worldwide income grew 57% in 2017. Investors can see there is still a lot of room for UA to expand more outside of the U.S. (Bhasin 2019)</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>•UA's major competitors, Nike and Adidas, have a higher brand recognition and better operational experiences overseas which helped them gain a stronger customer base.</li> <li>•Some of UA's athletic equipment has gotten backlash that it could cause potential athlete injuries, this could drive away their endorsers.</li> <li>•UA was involved in recent controversy because of the Trump administration, which has threatened the company in the face of political polarization.</li> <li>•Trends keep changing and UA wants to keep up with them, but they are afraid it will destroy the brand's core focus and values.</li> </ul>



## Part 2. Line Development

### Proposal:

Today, not everyone wants workout clothes specifically to workout in, nowadays they want it for everyday wear. The issue is Under Armour is focused on clothing for athletes and not making merchandise for athleisure purposes like running errands or going to yoga. Because of this, in 2017 their analyst predicted only a 12% increase in sales for the entire year (Bain 2017). The athleisure industry is one of the toughest markets to get into because it is so competitive. But, if you are a big enough and well-known company you already have a competitive advantage ("Athleisure Wear Is Crushing It On The Street", 2018). For these reasons, we think Under Armour would greatly benefit by adding an athleisure line for the retired athletes. It is proven that athleisure wear promotes physical activity and positive mental health along with many other things as well.

For our new line we want to incorporate better technology and fabrics that will not only catch our customers eyes but give us a larger advantage over our competitors. We will be using earth colors to dye our textiles, more specifically our cotton. This way all of the natural cotton plants we use will go towards our garment, because we'll be including the fiber, seed, and byproduct (2020 Cotton Incorporated).

### Target Customer

Under Armour's customer is a female retired college athlete, who wore UA's performance wear throughout her collegiate career. She played soccer for University of Maryland. And still loves the brand but wants to wear the clothing daily. She is 25-year-old Nurse Anesthetist at Johns Hopkins Hospital in Baltimore, MD. She makes \$65,870 annually (Glassdoor 2019) Some of her interests include yoga, working out 3-4 times a week, going out with friends on the weekends and early morning coffee runs. She shops at the Under Armour Brand House which is their flagship store. She visits the store as well as shops online about 2-3 times a month. She spends around \$200 each time she buys. Products she buys include leggings, tank tops and various accessories. She subscribes to online magazines like Cosmopolitan and Harpers Bazaar. She also follows influencers on Instagram and gets celebrity news from E! Online.



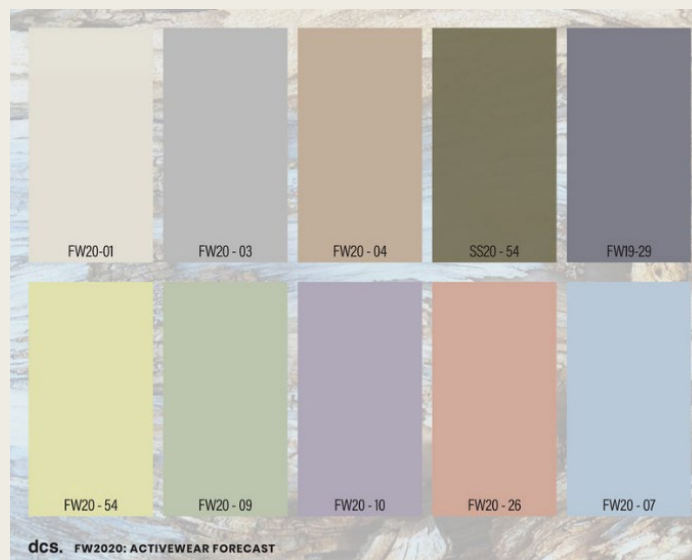


## Trend Analysis:

Under Armour will continue its main focus on sportswear, but they will be adding a new line that is athleisure wear. This line will be for women like our target customer who like Under Armour's brand but do not need performance wear anymore and want something more casual that they can wear daily. There will be a lot of looser silhouettes and softer fabrics for lounging. "Considered Comfort" is a trend that incorporates multipurpose pieces that will become more common to wear both at home and on the go. It will focus on soft, natural materials and cocooning shapes that will cuddle. It will move seamlessly between lounging and living, work, rest and play. (WGSN 2018) Key silhouettes for this line include a lot of leggings and joggers paired with oversized silhouettes. Specifically large cropped sweatshirts, looser fitting t-shirts and tank tops, along with long and cropped puffer coats and lighter layering jackets.

## Color Story:

For A/W 2020, we will be focusing on a lot of neutrals/earthy tones and pastel colors. For our bottoms we will mainly use grey tones and black, for tops we will use primarily lighter browns, tans, even light or muted pinks and purples. (WGSN 2018)



## Prints:






Sticking with Under Armour's classic look, we are going to focus more on colors and potentially experimenting with ombre and color blocking.





## Fabric Story

Inspired by Considered Comfort and Software concept boards, these fabrics are luxe, and create a hand-feel relationship to their user. The fabrics used for these products were chosen for their price, comfort, and what the competition was offering.

Swatch	Fabric Name	Fiber Content	Suitability	Special Care	Vendor	Wholesale Price per yard
	Nylon Lycra Spandex Raschel	80% Nylon/20% Lycra Spandex	Leggings	Machine Wash Cold/Tumble Dry Low	fabric.com	\$6.57/ yd
	Telio Organic Cotton Jersey Knit	100% Organic Cotton	Sweatshirts Joggers T-shirts	Machine Wash Gentle/Lay Flat	fabric.com	\$3.73/ yd
	Telio Ashmore II Rib Sweater Knit	86% Polyester/10% Rayon/4% Lycra Spandex	Sweatshirts Joggers	Cool To Hand Wash, Do not iron	fabric.com	\$4.74/ yd
	Telio Chichi II Cotton Nylon Stretch Twill Bottom Weight	50% Cotton/47% Nylon/3% Lycra Spandex	Jackets	Hand Wash/Lay Flat	fabric.com	\$7.17/ yd
	Waxed Canvas Natural Fabric	100% Cotton	Jackets	Spray with plain water, gently use a scrub brush, rinse, and let it dry.	fabric.com	\$11.48/ yd



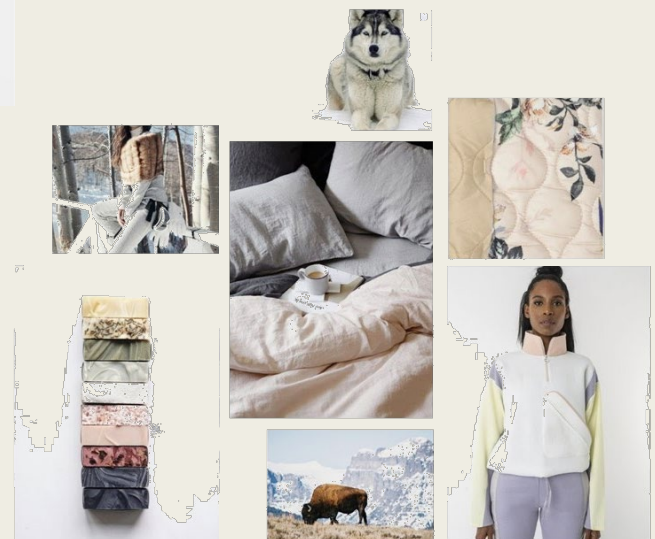
## Concept Board:

After doing thorough research on both Doneger and WGSN, Considered Comfort, Software and Heatwave communicate what our new line is focused on. The colors, fabrics and even customer, align with our new line in so many ways. Loose fitted tops and structured bottoms is what Considered Comfort is all about, while the colors are all muted, earthy tones. (WGSN 2019) Software has some of the same silhouettes with more cropped sweatshirts and tops, the prints are minimal because we are trying to stick to Under Armour's overall vibe. (Doneger 2019) Heatwave reflects the colors and materials we are using in our new line. Specifically the pastels and some of the earthier tones, for the fabrics knits for our sweatshirts and soft touch fabrics for our joggers and leggings. (Doneger 2019)

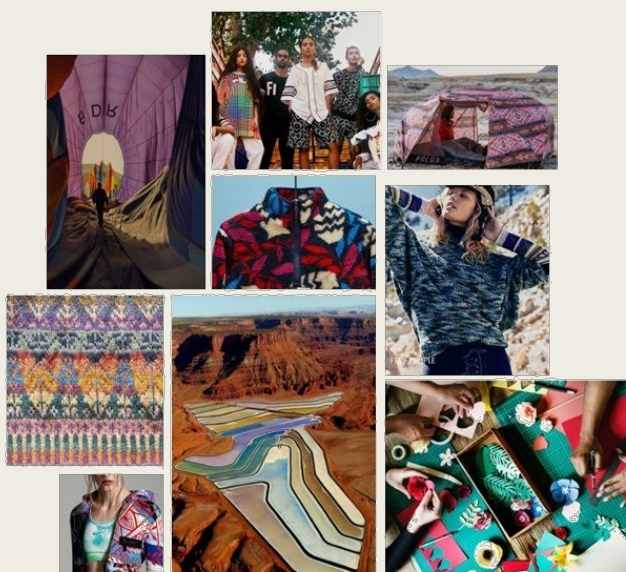
### Considered Comfort



### Software



### Heatwave











## Line Plan/ Style Sheets


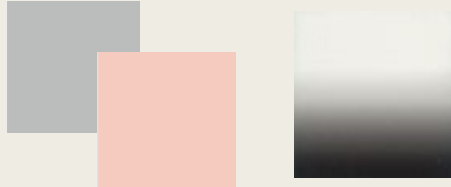
This new clothing line is the next best step that Under Armour is taking to please the 'retired' female athlete in her everyday life.


The garments align with the usual styles and trends you see at UA, but this new line is made of material that none of the other items in the store consist of.


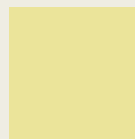
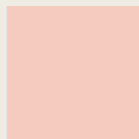
Flat 13.1	Style Number: UA2784	Category: Bottoms	Retail Price: \$45
	Sizes: XS - XL	Colors: Slate and Dusk  	
Image Source: WGSN	Fabric Name: Organic Cotton Jersey Knit (100% cotton)		
	Short Description: Drawstring Joggers		
	Trims and Special Treatments: drawstring, elastic, metal eyelets		

Flat 13.2	Style Number: UA1754	Category: Tops	Retail Price: \$60
	Sizes: XS - XL	Colors: Slate and Dusk  	
Image Source: WGSN	Fabric Name: Waxed Canvas Natural Fabric (100% cotton)		
	Short Description: Cropped Hoodie Jacket		
	Trims and Special Treatments: drawstring, pocket		



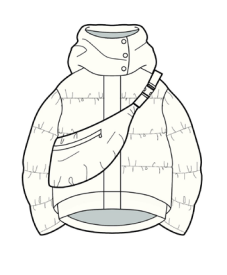


Flat 13.3		Category: Tops	Retail Price: \$55
	Style Number: UA1732	Colors: Cloudy, Flamingo, and Icy Ombre	
	Sizes: XS-XL		
Image Source: WGSN	Fabric Name: Rib Sweater Knit (86% Polyester/10% Rayon/4% Lycra Spandex)		
	Short Description:		
	Trims and Special Treatments: elastic cuff waist and sleeves		


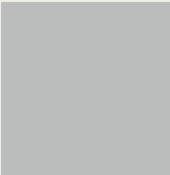

Flat 13.4	Style Number: UA286	Category: Bottoms	Retail Price: \$55
	Sizes: XS-XL	Colors: Sunbeam and Cloudy // Dusk and Flamingo	
Image Source: WGSN	Fabric Name: Nylon Lycra Spandex (80% Nylon/20% Lycra Spandex)		
	Short Description: High-waisted Leggings		
	Trims and Special Treatments: anti-crease, anti-odor		

Flat 13.5	Style Number: UA1607	Category: Tops	Retail Price: \$40
	Sizes: XS- XL	Colors: Flamingo and Sunbeam  	
Image Source: Shutterstock	Fabric Name: Organic Cotton Jersey Knit (100% cotton)		
	Short Description: Cropped Hoodie		
	Trims and Special Treatments: drawstring, cuffed sleeves		









## Line Plan/ Style Sheets

<b>Flat 13.6</b>				
	Style Number: UA4321	Category: Tops	Retail Price: \$140	
	Sizes: XS-XL	Colors: Sunbeam and Icy Ombre		
				
Image Source: WGSN	Fabric Name: Cotton Nylon Stretch Twill ( 50% Cotton/47% Nylon/3% Lycra Spandex)			
	Short Description: Funnel Neck Puffer Jacket			
	Trims and Special Treatments: zippers, buttons, anti-odor, flexibility			

<b>Flat 13.7</b>				
	Style Number: UA2930	Category: Bottoms	Retail Price: \$40	
	Sizes: XS-XL	Colors: Cloudy and Dusk		
				
Image Source: Pinterest	Fabric Name: Organic Cotton Jersey Knit (100% cotton)			
	Short Description: Knit Joggers			
	Trims and Special Treatments: elastic waist and cuffs, anti-odor			



<b>Flat 13.8</b>				
	Style Number: UA1472	Category: Tops	Retail Price: \$35	
	Sizes: XS-XL	Colors: Slate and Glacier Mountain		
				
Image Source: Pinterest	Fabric Name: Rib Sweater Knit (86% Polyester/10% Rayon/4% Lycra Spandex)			
	Short Description: Rib Knit Long Sleeve			
	Trims and Special Treatments: trim around neck and arms			

<b>Flat 13.9</b>				
	Style Number: UA1386	Category: Tops	Retail Price: \$35	
	Sizes: XS-XL	Colors: Cloudy and Slate		
				
Image Source: Pinterest	Fabric Name: Rib Sweater Knit (86% Polyester/10% Rayon/4% Lycra Spandex)			
	Short Description: Pocket T-shirt			
	Trims and Special Treatments: trim around arms, neck, anti-crease			

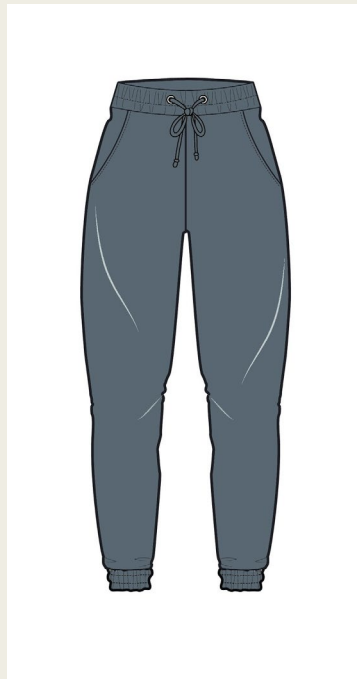


## Key Items:

The key items that were chosen from the line are the funnel neck puffer jacket, cropped hoodie jacket, pocket t-shirt, drawstring joggers, and high-waisted leggings. We chose these five items because of how multi-purpose they are, as well as good pieces for layering. These items will be perfect for our target customer that loves the brand and wants an everyday look.



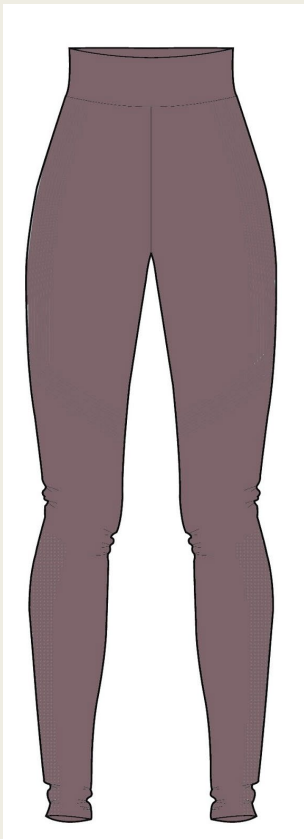
Funnel Neck Puffer Jacket



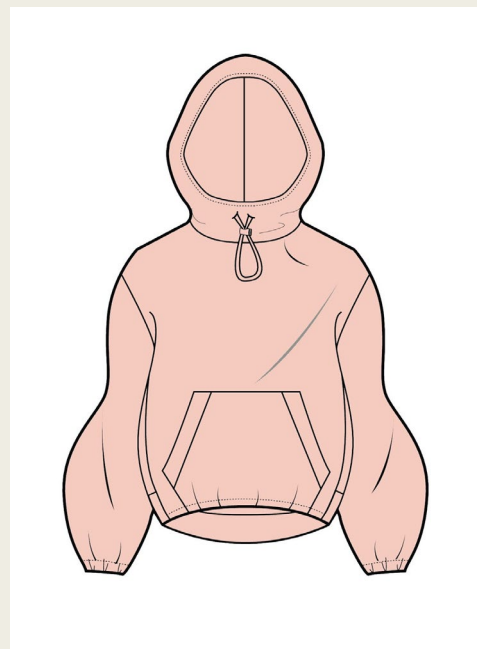
Drawstring Joggers



Pocket T-shirt



High-waisted  
Leggings



Cropped  
Hoodie  
Jacket



## Part 3. Merchandising Plan

### Fabric Quick Costing:

The table below shows the estimated cost for the fabric used in the ten styles featured in this collection including the body and lining of the garments. This demonstrates that each style, based on the calculations can be sold at the retail price listed in the style sheets.

Style Number	Unit Retail	Unit Cost	Target Fabric Cost	Fabric Yardage @ cost/yd	Fabric Quick Cost	Fabric Quick Cost TOTAL
UA2784	\$45.00	\$18.00	\$10.80	2.7 yds @ \$3.73/yd	Outer: \$10.07 Lining: n/a	\$10.07
UA1754	\$60.00	\$24.00	\$14.40	5 yds @ \$11.48/yd	Outer: \$57.40 Lining: n/a	\$57.40
UA1732	\$55.00	\$22.00	\$13.20	1.7 yds @ \$4.74/yd	Outer: \$8.06 Lining: n/a	\$8.06
UA286	\$55.00	\$22.00	\$13.20	2.7 yds @ \$6.57/yd	Outer: \$17.74 Lining: n/a	\$17.74
UA1607	\$40.00	\$16.00	\$9.60	1.7 yds @ \$3.73/yd	Outer: \$6.34 Lining: n/a	\$6.34
UA4321	\$140.00	\$56.00	\$33.60	5 yds @ \$7.17/yd	Outer: \$35.85 Lining: n/a	\$35.85
UA2930	\$40.00	\$16.00	\$9.60	2.7 yds @ \$3.73/ yd	Outer: \$10.07 Lining: n/a	\$10.07
UA1472	\$35.00	\$14.00	\$8.40	1.7 yds @ \$4.74/ yd	Outer: \$8.06 Lining: n/a	\$8.06
UA1386	\$35.00	\$14.00	\$8.40	1.3 yds @ \$4.74/ yd	Outer: \$6.16 Lining: n/a	\$6.16





## Six-Month Merchandising Plan:

SIX-MONTH MERCHANDISING PLAN								
		AUGUST	SEPT	OCT	NOV	DEC	JAN	SEASON TOTAL
<b>PLANNED SALES</b>	Last Year %	17%	17%	15%	18%	25%	8%	100%
	LY \$\$							
	\$ Plan	\$12,580	\$12,580	\$11,100	\$13,320	\$18,500	\$5,920	\$74,000
	Percent of Increase							
	Revised							
	Actual							
<b>RETAIL STOCK (BOM)</b>	Last Year							
	Plan	\$38,998	\$31,450	\$25,530	\$26,640	\$37,000	\$20,720	\$180,338
	\$							
	Percent of Increase							
	Revised							
	Actual							
<b>MARKDOWNS</b>	Last Year							
	Plan (dollar)	\$1,887	\$1,887	\$1,665	\$1,998	\$2,775	\$888	\$11,100
	\$							
	Plan (%)	15%	15%	15%	15%	15%	15%	15%
	Percent of Increase							
	Revised							
	Actual							
<b>RETAIL PURCHASES</b>	Last Year							
	Plan	\$6,919	\$8,547	\$13,875	\$25,678	\$4,995	\$11,088	\$71,102
	\$							
	Percent of Increase							
	Revised							
	Actual							
<b>PLANNED PURCHASES AT COST</b>	Last Year							
	Plan	\$2,768	\$3,419	\$5,550	\$10,271	\$1,998	\$4,435	\$28,441
	\$							
	Percent of Initial Marku	60%	60%	60%	60%	60%	60%	60%
	Revised							
	Actual							
<b>ENDING STOCK (EOM) 31-Jul</b>	Last Year							
	Plan	\$31,450	\$25,530	\$26,640	\$37,000	\$20,720	\$25,000	
	Percent of Increase							
	Revised							
	Actual							
	Stock-Sales Ratio	3.1	2.5	2.3	2.0	2.0	3.5	2.437



### Merchandising Plan Calculations for November

#### **Planned Sales \$**

Monthly Planned Sales (\$) = Last Years Monthly Sales % \* Season Total

i.e Planned Sales for November =  $18\% * \$74,000 = \$13,320$

#### **Retail Stock**

BOM Retail Stock = Stock-to-Sales Ratio for Month \* Monthly Planned Sale

i.e BOM Retail Stock for November =  $2.0 * \$13,320 = \$26,640$

#### **Markdown \$**

Markdown \$ = Markdown % \* Monthly Planned Sale

i.e Markdown \$ for November =  $15\% * \$13,320 = \$1,998$

#### **Planned Retail Purchases**

Planned Retail Purchases = Planned Sales \$ + Markdowns + EOM - BOM

i.e Planned Retail Purchases for November =  $\$13,320 + \$1,998 + \$37,000 - \$26,640 = \$25,678$

#### **Planned Purchases at Cost**

Planned Purchases at Cost = Planned Retail Purchases \* (100% - Markup Percentage)

i.e Planned Purchases at Cost for November =  $\$25,678 * (100\% - 60\%) = \$10,271$

#### **EOM Inventory**

EOM = \$ Retail Stock BOM of the next month

i.e EOM for November = \$37,000

#### **Total Stock-to-Sales Ratio**

Total Stock-to-Sales Ratio = Value of Stock BOM / Total Sales

i.e Total Stock-to-Sales Ratio for the entire season =  $\$26,640 / \$13,320 = 2.4$

*Based on the six-month merchandising plan, the planned retail purchases for November are \$25,678 for Under Armour's Baltimore, Maryland retail location.*



## Ratios:

Style Distribution			
Class #	Class	Percentage of Budget Allocated	Estimated \$ Allocated
1	Tops	15%	\$3,851.70
2	Bottoms	35%	\$8,987.30
4	Jackets & Outerwear	50%	\$12,839

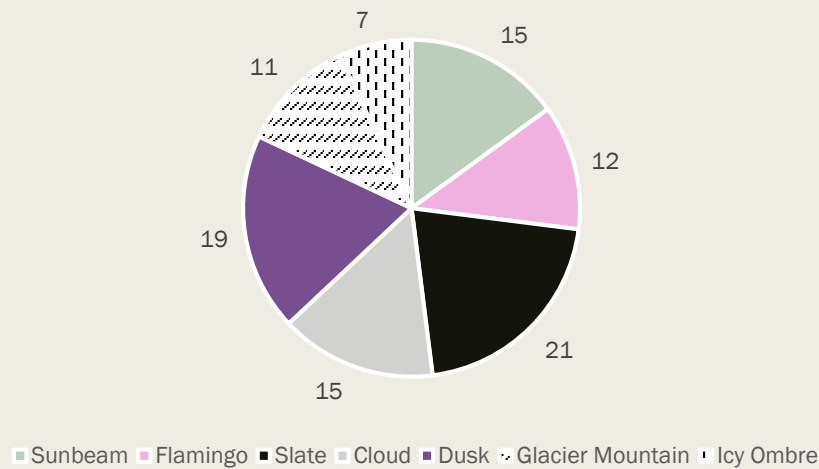
The ratios that are shown above are based on current ratios from Under Armour's women's line. (Under Armour 2020). The ratios have been calculated carefully after looking at how many of each item are in each class. Although, there were a lot of tops, they are on the lower end of the budget because jackets and outerwear are the most expensive merchandise that UA carries.

Size Distribution	
Size	Percentage
XS	10%
S	25%
M	35%
L	20%
XL	10%

Currently, Under Armour offers six sizes: extra-small, small, medium, large, extra-large and extra-extra-large. I will just be focusing on the first five sizes and not doing XXL. The greatest quantities that will be offered are small, medium and large, with medium being the largest percentage.



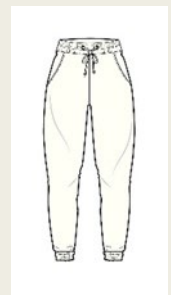
## Color Distribution



The color distribution for our new line for UA is based on trends that were forecasted for A/W 2020-2021 by WGSN. The color that is the largest percentage is the Slate color. This color is a dark staple that women will want for their wardrobes, specifically for bottoms. The other colors will be used for tops, jackets, etc. For the two patterns that we will produce, these will only be available in limited merchandise. We will feature them in a few tops and pants. (WGSN 2020)

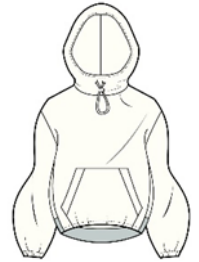
## Key Item Assortment Plan:

Class	SKU #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
2	UA20-101SL1	Joggers	Slate	XS	2	\$18.00	\$45.00	\$ 36	\$ 90
2	UA20-101SL2	Joggers	Slate	S	2	\$18.00	\$45.00	\$ 36	\$ 90
2	UA20-101SL3	Joggers	Slate	M	4	\$ 18.00	\$ 45.00	\$ 72	\$ 180
2	UA20-101SL4	Joggers	Slate	L	2	\$ 18.00	\$ 45.00	\$ 36	\$ 90
2	UA20-101SL5	Joggers	Slate	XL	1	\$ 18.00	\$ 45.00	\$ 18	\$ 45
2	UA20-101DK1	Joggers	Dusk	XS	1	\$ 18.00	\$ 45.00	\$ 18	\$ 45
2	UA20-101DK2	Joggers	Dusk	S	2	\$ 18.00	\$ 45.00	\$ 36	\$ 90
2	UA20-101DK3	Joggers	Dusk	M	3	\$ 18.00	\$ 45.00	\$ 54	\$ 135
2	UA20-101DK4	Joggers	Dusk	L	2	\$ 18.00	\$ 45.00	\$ 36	\$ 90
2	UA20-101DK5	Joggers	Dusk	XL	1	\$ 18.00	\$ 45.00	\$ 18	\$ 45
<b>Totals:</b>					<b>20</b>			<b>\$ 360</b>	<b>\$ 900</b>





Class	SKU #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
1	UA20-102SL1	Cropped Hoodie Jacket	Slate	XS	1	\$24.00	\$60.00	\$ 24	\$ 60
1	UA20-102SL2	Cropped Hoodie Jacket	Slate	S	2	\$24.00	\$60.00	\$ 48	\$ 120
1	UA20-102SL3	Cropped Hoodie Jacket	Slate	M	4	\$24.00	\$60.00	\$ 96	\$ 240
1	UA20-102SL4	Cropped Hoodie Jacket	Slate	L	3	\$24.00	\$60.00	\$ 72	\$ 180
1	UA20-102SL5	Cropped Hoodie Jacket	Slate	XL	1	\$24.00	\$60.00	\$ 24	\$ 60
1	UA20-102DK1	Cropped Hoodie Jacket	Dusk	XS	2	\$24.00	\$60.00	\$ 48	\$ 120
1	UA20-102DK2	Cropped Hoodie Jacket	Dusk	S	3	\$24.00	\$60.00	\$ 72	\$ 180
1	UA20-102DK3	Cropped Hoodie Jacket	Dusk	M	4	\$24.00	\$60.00	\$ 96	\$ 240
1	UA20-102DK4	Cropped Hoodie Jacket	Dusk	L	2	\$24.00	\$60.00	\$ 48	\$ 120
1	UA20-102DK5	Cropped Hoodie Jacket	Dusk	XL	1	\$24.00	\$60.00	\$ 24	\$ 60
						\$24.00	\$60.00		
				<b>Totals:</b>	<b>23</b>			<b>\$ 552</b>	<b>\$ 1,380</b>



Class	SKU #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
1	UA20-103CL1	Cowl Neck Sweater	Cloud	XS	1	\$22.00	\$55.00	\$ 22	\$ 55
1	UA20-103CL2	Cowl Neck Sweater	Cloud	S	2	\$22.00	\$55.00	\$ 44	\$ 110
1	UA20-103CL3	Cowl Neck Sweater	Cloud	M	4	\$22.00	\$55.00	\$ 88	\$ 220
1	UA20-103CL4	Cowl Neck Sweater	Cloud	L	2	\$22.00	\$55.00	\$ 44	\$ 110
1	UA20-103CL5	Cowl Neck Sweater	Cloud	XL	1	\$22.00	\$55.00	\$ 22	\$ 55
1	UA20-103FL1	Cowl Neck Sweater	Flamingo	XS	1	\$22.00	\$55.00	\$ 22	\$ 55
1	UA20-103FL2	Cowl Neck Sweater	Flamingo	S	2	\$22.00	\$55.00	\$ 44	\$ 110
1	UA20-103FL3	Cowl Neck Sweater	Flamingo	M	3	\$22.00	\$55.00	\$ 66	\$ 165
1	UA20-103FL4	Cowl Neck Sweater	Flamingo	L	2	\$22.00	\$55.00	\$ 44	\$ 110
1	UA20-103FL5	Cowl Neck Sweater	Flamingo	XL	1	\$22.00	\$55.00	\$ 22	\$ 55
1	UA20-103IO1	Cowl Neck Sweater	Icy Ombre	XS	1	\$22.00	\$55.00	\$ 22	\$ 55
1	UA20-103IO2	Cowl Neck Sweater	Icy Ombre	S	2	\$ 22.00	\$55.00	\$ 44	\$ 110
1	UA20-103IO3	Cowl Neck Sweater	Icy Ombre	M	3	\$ 22.00	\$55.00	\$ 66	\$ 165
1	UA20-103IO4	Cowl Neck Sweater	Icy Ombre	L	2	\$ 22.00	\$55.00	\$ 44	\$ 110
1	UA20-103IO5	Cowl Neck Sweater	Icy Ombre	XL	1	\$ 22.00	\$55.00	\$ 22	\$ 55
				<b>Totals:</b>	<b>28</b>			<b>\$ 616</b>	<b>\$ 1,540</b>



Class	SKU #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
2	UA20-104SB1	High-waisted Leggings	Sunbeam	XS	1	\$22.00	\$55.00	\$ 22	\$ 55
2	UA20-104SB2	High-waisted Leggings	Sunbeam	S	2	\$22.00	\$55.00	\$ 44	\$ 110
2	UA20-104SB3	High-waisted Leggings	Sunbeam	M	4	\$22.00	\$55.00	\$ 88	\$ 220
2	UA20-104SB4	High-waisted Leggings	Sunbeam	L	2	\$22.00	\$55.00	\$ 44	\$ 110
2	UA20-104SB5	High-waisted Leggings	Sunbeam	XL	1	\$22.00	\$55.00	\$ 22	\$ 55
2	UA20-104CL1	High-waisted Leggings	Cloud	XS	1	\$22.00	\$55.00	\$ 22	\$ 55
2	UA20-104CL2	High-waisted Leggings	Cloud	S	2	\$22.00	\$55.00	\$ 44	\$ 110
2	UA20-104CL3	High-waisted Leggings	Cloud	M	3	\$22.00	\$55.00	\$ 66	\$ 165
2	UA20-104CL4	High-waisted Leggings	Cloud	L	3	\$22.00	\$55.00	\$ 66	\$ 165
2	UA20-104CL5	High-waisted Leggings	Cloud	XL	1	\$22.00	\$55.00	\$ 22	\$ 55
2	UA20-104DK1	High-waisted Leggings	Dusk	XS	2	\$22.00	\$55.00	\$ 44	\$ 110
2	UA20-104DK2	High-waisted Leggings	Dusk	S	3	\$22.00	\$55.00	\$ 66	\$ 165
2	UA20-104DK3	High-waisted Leggings	Dusk	M	4	\$22.00	\$55.00	\$ 88	\$ 220
2	UA20-104DK4	High-waisted Leggings	Dusk	L	3	\$22.00	\$55.00	\$ 66	\$ 165
2	UA20-104DK5	High-waisted Leggings	Dusk	XL	2	\$22.00	\$55.00	\$ 44	\$ 110
2	UA20-104FL1	High-waisted Leggings	Flamingo	XS	1	\$22.00	\$55.00	\$ 22	\$ 55
2	UA20-104FL2	High-waisted Leggings	Flamingo	S	2	\$22.00	\$55.00	\$ 44	\$ 110
2	UA20-104FL3	High-waisted Leggings	Flamingo	M	3	\$ 22.00	\$ 55.00	\$ 66	\$ 165
2	UA20-104FL4	High-waisted Leggings	Flamingo	L	2	\$ 22.00	\$ 55.00	\$44.00	\$165
2	UA20-104FL5	High-waisted Leggings	Flamingo	XL	1	\$22.00	\$55.00	\$22.00	\$55.00
				<b>Totals:</b>	<b>43</b>			<b>\$ 946</b>	<b>\$ 2,420</b>





Class	SKU #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
1	UA20-105FL1	Cropped Hoodie	Flamingo	XS	2	\$16.00	\$40.00	\$ 32	\$ 80
1	UA20-105FL2	Cropped Hoodie	Flamingo	S	2	\$16.00	\$40.00	\$ 32	\$ 80
1	UA20-105FL3	Cropped Hoodie	Flamingo	M	4	\$16.00	\$40.00	\$ 64	\$ 160
1	UA20-105FL4	Cropped Hoodie	Flamingo	L	3	\$16.00	\$40.00	\$ 48	\$ 120
1	UA20-105FL5	Cropped Hoodie	Flamingo	XL	1	\$16.00	\$40.00	\$ 16	\$ 40
1	UA20-105SB1	Cropped Hoodie	Sunbeam	XS	1	\$16.00	\$40.00	\$ 16	\$ 40
1	UA20-105SB2	Cropped Hoodie	Sunbeam	S	2	\$16.00	\$40.00	\$ 32	\$ 80
1	UA20-105SB3	Cropped Hoodie	Sunbeam	M	3	\$16.00	\$40.00	\$ 48	\$ 120
1	UA20-105SB4	Cropped Hoodie	Sunbeam	L	2	\$16.00	\$40.00	\$ 32	\$ 80
1	UA20-105SB5	Cropped Hoodie	Sunbeam	XL	1	\$16.00	\$40.00	\$ 16	\$ 40
					<b>Totals:</b>	<b>21</b>		<b>\$ 336</b>	<b>\$ 840</b>



Class	SKU #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
4	UA20-106SB1	Funnel Neck Puffer	Sunbeam	XS	1	\$56.00	\$140.00	\$ 56	\$ 140
4	UA20-106SB2	Funnel Neck Puffer	Sunbeam	S	2	\$56.00	\$140.00	\$ 112	\$ 280
4	UA20-106SB3	Funnel Neck Puffer	Sunbeam	M	3	\$56.00	\$140.00	\$ 168	\$ 420
4	UA20-106SB4	Funnel Neck Puffer	Sunbeam	L	2	\$56.00	\$140.00	\$ 112	\$ 280
4	UA20-106SB5	Funnel Neck Puffer	Sunbeam	XL	1	\$56.00	\$140.00	\$ 56	\$ 140
4	UA20-106IO1	Funnel Neck Puffer	Icy Ombre	XS	1	\$56.00	\$140.00	\$ 56	\$ 140
4	UA20-106IO2	Funnel Neck Puffer	Icy Ombre	S	2	\$56.00	\$140.00	\$ 112	\$ 280
4	UA20-106IO3	Funnel Neck Puffer	Icy Ombre	M	3	\$56.00	\$140.00	\$ 168	\$ 420
4	UA20-106IO4	Funnel Neck Puffer	Icy Ombre	L	2	\$56.00	\$140.00	\$ 112	\$ 280
4	UA20-106IO5	Funnel Neck Puffer	Icy Ombre	XL	1	\$56.00	\$140.00	\$ 56	\$ 140
					<b>Totals:</b>	<b>18</b>		<b>\$ 1,008</b>	<b>\$ 2,520</b>



Class	SKU #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
2	UA20-107CL1	Knit Joggers	Cloud	XS	1	\$16.00	\$40.00	\$ 16	\$ 40
2	UA20-107CL2	Knit Joggers	Cloud	S	2	\$16.00	\$40.00	\$ 32	\$ 80
2	UA20-107CL3	Knit Joggers	Cloud	M	3	\$16.00	\$40.00	\$ 48	\$ 120
2	UA20-107CL4	Knit Joggers	Cloud	L	2	\$16.00	\$40.00	\$ 32	\$ 80
2	UA20-107CL5	Knit Joggers	Cloud	XL	1	\$16.00	\$40.00	\$ 16	\$ 40
2	UA20-107DK1	Knit Joggers	Dusk	XS	1	\$16.00	\$40.00	\$ 16	\$ 40
2	UA20-107DK2	Knit Joggers	Dusk	S	3	\$16.00	\$40.00	\$ 48	\$ 120
2	UA20-107DK3	Knit Joggers	Dusk	M	4	\$16.00	\$40.00	\$ 64	\$ 160
2	UA20-107DK4	Knit Joggers	Dusk	L	2	\$16.00	\$40.00	\$ 32	\$ 80
2	UA20-107DK5	Knit Joggers	Dusk	XL	1	\$16.00	\$40.00	\$ 16	\$ 40
					<b>Totals:</b>	<b>20</b>		<b>\$ 320</b>	<b>\$ 800</b>





Class	SKU #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
1	UA20-108SL1	Rib Knit Long Sleeve	Slate	XS	2	\$14.00	\$35.00	\$ 28	\$ 70
1	UA20-108SL2	Rib Knit Long Sleeve	Slate	S	2	\$14.00	\$35.00	\$ 28	\$ 70
1	UA20-108SL3	Rib Knit Long Sleeve	Slate	M	4	\$14.00	\$35.00	\$ 56	\$ 140
1	UA20-108SL4	Rib Knit Long Sleeve	Slate	L	3	\$14.00	\$35.00	\$ 42	\$ 105
1	UA20-108SL5	Rib Knit Long Sleeve	Slate	XL	1	\$14.00	\$35.00	\$ 14	\$ 35
1	UA20-108GM1	Rib Knit Long Sleeve	Glacier Mountain	XS	1	\$14.00	\$35.00	\$ 14	\$ 35
1	UA20-108GM2	Rib Knit Long Sleeve	Glacier Mountain	S	2	\$14.00	\$35.00	\$ 28	\$ 70
1	UA20-108GM3	Rib Knit Long Sleeve	Glacier Mountain	M	3	\$14.00	\$35.00	\$ 42	\$ 105
1	UA20-108GM4	Rib Knit Long Sleeve	Glacier Mountain	L	2	\$14.00	\$35.00	\$ 28	\$ 70
1	UA20-108GM5	Rib Knit Long Sleeve	Glacier Mountain	XL	1	\$14.00	\$35.00	\$ 14	\$ 35
<b>Totals:</b>					<b>21</b>			<b>\$ 294</b>	<b>\$ 735</b>



Class	SKU #	Short Description	Color	Size	Total Quantity	Unit cost	Unit Retail	Total Cost	Total Retail
1	UA20-109CL1	Pocket T-shirt	Cloud	XS	2	\$14.00	\$35.00	\$ 28	\$ 70
1	UA20-109CL2	Pocket T-shirt	Cloud	S	3	\$14.00	\$35.00	\$ 42	\$ 105
1	UA20-109CL3	Pocket T-shirt	Cloud	M	4	\$14.00	\$35.00	\$ 56	\$ 140
1	UA20-109CL4	Pocket T-shirt	Cloud	L	2	\$14.00	\$35.00	\$ 28	\$ 70
1	UA20-109CL5	Pocket T-shirt	Cloud	XL	2	\$14.00	\$35.00	\$ 28	\$ 70
1	UA20-109SL1	Pocket T-shirt	Slate	XS	2	\$14.00	\$35.00	\$ 28	\$ 70
1	UA20-109SL2	Pocket T-shirt	Slate	S	3	\$14.00	\$35.00	\$ 42	\$ 105
1	UA20-109SL3	Pocket T-shirt	Slate	M	4	\$14.00	\$35.00	\$ 56	\$ 140
1	UA20-109SL4	Pocket T-shirt	Slate	L	2	\$14.00	\$35.00	\$ 28	\$ 70
1	UA20-109SL5	Pocket T-shirt	Slate	XL	2	\$14.00	\$35.00	\$ 28	\$ 70
<b>Totals:</b>					<b>26</b>			<b>\$ 364</b>	<b>\$ 910</b>



## Purchase Order:

Class	Style #	Description	Total Quantity	Unit Cost	Unit Retail	Total Cost	Total Retail	Total Retail per Classification
1	UA20-103	Cowl Neck Sweater	28	\$22	\$55	\$616	\$1,540	\$4,025
1	UA20-105	Cropped Hoodie	21	\$16	\$40	\$336	\$840	
1	UA20-108	Rib Knit Long Sleeve	21	\$14	\$35	\$294	\$735	
1	UA20-109	Pocket T-shirt	26	\$14	\$35	\$364	\$910	
2	UA20-101	Joggers	20	\$18	\$45	\$360	\$900	\$4,120
2	UA20-104	High-waisted Leggings	43	\$22	\$55	\$946	\$2,420	
2	UA20-107	Knit Joggers	20	\$16	\$40	\$320	\$800	
4	UA20-102	Cropped Hoodie Jacket	23	\$24	\$60	\$552	\$1,380	\$3,900
4	UA20-106	Funnel Neck Puffer	18	\$56	\$140	\$1,008	\$2,520	
<b>Totals:</b>			<b>220</b>			<b>\$4,796</b>	<b>\$12,045</b>	<b>\$12,045</b>



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