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## MERCHANDISE PLANNING WORKBOOK



Bloomsbury Publishing Plc. Multiple copy pack. Book Condition: new. BRAND NEW, Merchandise Planning Workbook, Rosetta LaFleur, The recipe for profitability is presented in Merchandise Planning Workbook. Focusing on the development of a six-month merchandise plan, the text explains how to use Excel 2007 as a tool to project sales, manage inventory, calculate the amount of merchandise to purchase, and adjust the price throughout the selling season. Application Exercises throughout the chapters familiarize students with each aspect of the plan, provide...

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- Authored by Rosetta LaFleur
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