



CHIRP

CASE HOUSE OF IIM RAIPUR

CASE | 14 MINUTES READ | 13 PAGES

Order Planning at Trendsetter India Limited

NISHAT ALAM CHOUDHURY¹ | M. RAMKUMAR²

¹*Department of Information and Service Management, Aalto University Finland,*

²*Operations and Quantitative methods Area, Indian Institute of Management Raipur*

This case is solely to provide material for class discussion. The authors do not intend to illustrate either effective or ineffective handling of a managerial situation. The authors may have disguised certain names and other identifying information to protect confidentiality. This publication may not be transmitted, photocopied, digitized, or otherwise reproduced in any form or by any means without the permission of the copyright holder.

Copyright © 2023, Indian Institute of Management Raipur, Version: 2024-February-26

Synopsis

This case is about Trendsetter India Limited which sells fashion apparel in their retail stores in India. The manufacturing and labelling of their brands are done by third-party suppliers. The regional category manager of Trendsetter India Limited, Jayaram, has the responsibility of the brand Freespirit. Jayaram has to order for the four new products to be introduced in the upcoming festive season. The store operations team suffers from stockouts and has raised their concern. While Jayaram's team has finalized the orders for the new products, is their order planning approach correct?

Keywords: Apparel, Retail, Order Planning, Sales

RELATED PRODUCTS

- 1) *Teaching Note:* Product Number- CHIRP-42612-TN
- 2) *Supplementary Material:* Product Number- CHIRP-42612-SM