

# Assortment Plan Pyramid

## Assortment Plan

3

The visual, tactical by-channel plan of specific products and variations. Right product, right time, right place, with quantities by delivery.

## Line Plan

2

Design and development guide and working document. Covers seasonal product planning by category, sub-category and style, plus material info, margin targets, product attributes, price points and delivery windows.

## Line Plan Architecture

1

Framework and seasonal strategy of the assortment. Covers category strategy and tiers, segmentation, seasonality and price tiers.