

CHAPTER 7

CONCLUSION

After make the merchandise budgeting at Mitra Mart as a traditional retail, the conclusions of this research is drawn. Furthermore, suggestions for further research are described.

7.1. Conclusion

- a. The merchandise budgeting can be applied at a traditional retail as a tool for the retailer to balance the expectation of the target customers and the strategy of business.
- b. The owner must be able to prepare the available money to fulfill the replenishment each month. The money can be taken from the modal or loan from bank. Then, determine the sales target of the Mitra Mart. The owner has the option to decide the sales target of Mitra Mart. The more sales target, the more projection sales.
- c. The money that spent each month is the monthly addition stock. The spent of money for the monthly addition stock can be reduced by:
 - i. The owner needs to try to maximize sales each month to make the value of EOM could be smaller, especially for the EOM in December.
 - ii. The monthly reduction can be estimate for example Rp. 3.033.184-, each month in increase 25% of sales target. It uses to anticipate the markdown, employee discount, and shrinkage.
- d. The small EOM, the smaller of stock sales ratio for the next month.

7.2. Suggestion

Considered that the research is to do the merchandise budgeting at a traditional retail. For the further research under this theme, the author wants to suggest the research about Open to Buy (OTB) in traditional retail, and create a program to make the merchandise budgeting automatically.

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