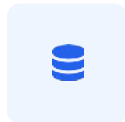


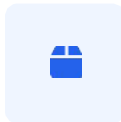


ChatGPT: Powering the Modern Retail Range Planning

How ChatGPT can unify knowledge, streamline collaboration, and automate key tasks across retail range planning



ERP



PLM



ChatGPT



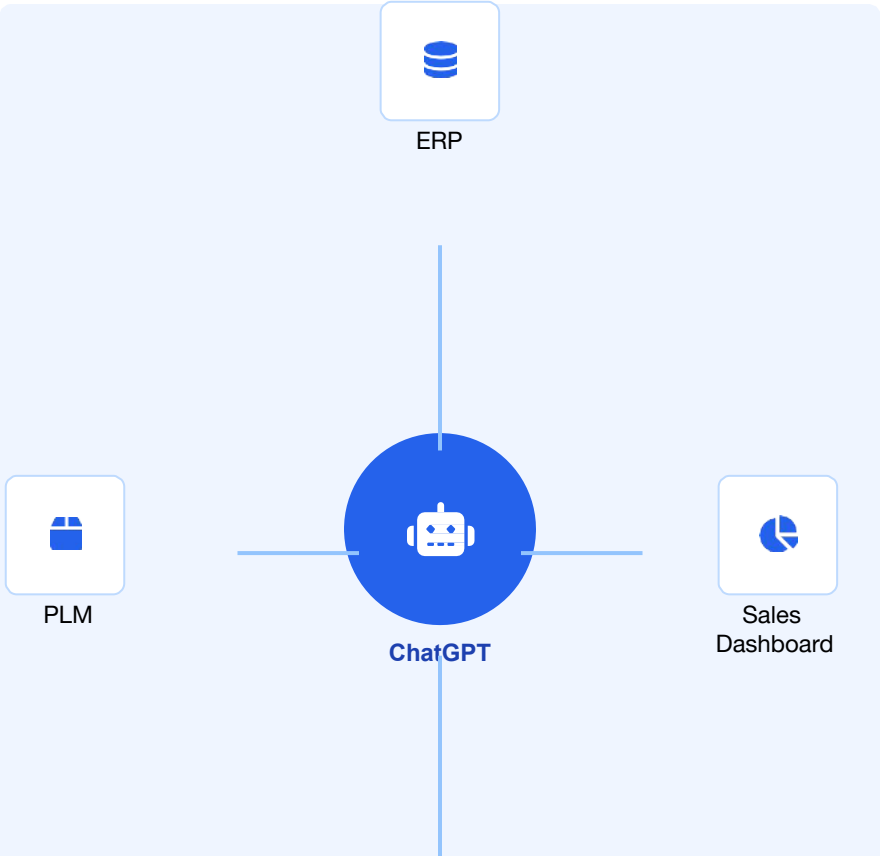
Dashboards



Suppliers

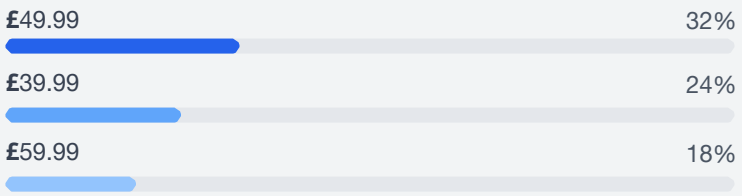
Unified Knowledge Layer Across Tools

ChatGPT integrates with all your systems, serving as a single interface for information access



"What was the best-selling price point for womenswear dresses in Spring 2024?"

Based on sales data from Spring 2024, the best-selling price point for womenswear dresses was **£49.99**, accounting for 32% of total dress sales.



[View full report](#) [Export to Excel](#)

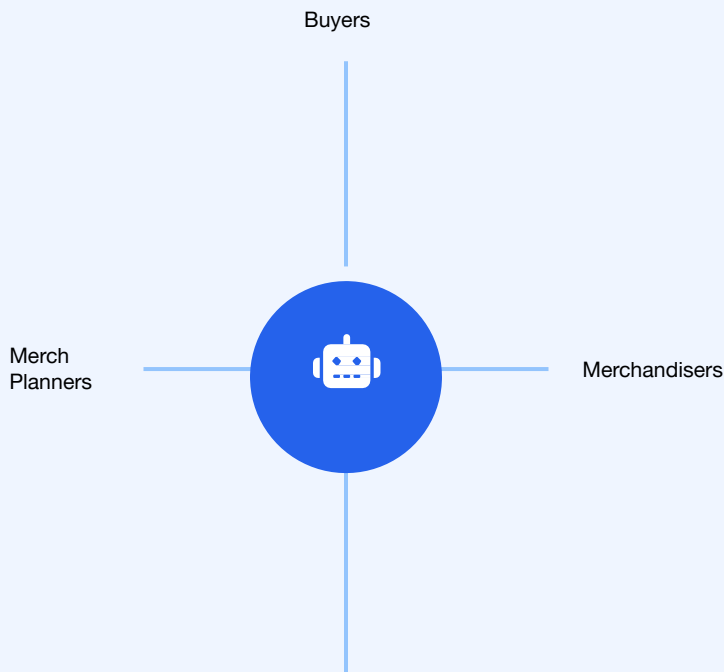
"Show me outliers in size sell-through for our top SKUs."

I've identified 3 top-selling SKUs with unusual size distribution patterns:

SKU	PRODUCT	SIZE ISSUE	ACTION
WD-2405 - 123	Floral Wrap	XL sold out in 2 days	Size curve adjustment

Real-Time Cross-Team Collaboration

Enable seamless, documented collaboration between designers, merch planners, buyers & merchandisers



Thread Summary

Updated 10 mins ago

Topic: Summer Dress Collection Pricing Strategy

Key Points:

- Buyers proposed £39.99-£59.99 price range based on cost structure
- Planners highlighted competitive pricing at £45.99 sweet spot
- Merchandising team concerned about margin impact

🚩 **Open Decision: Final price band approval needed by Friday**

Share

Planning Assumptions Record

FW24
Collection

ASSUMPTION
10% YoY growth
for premium
outerwear

RATIONALE
Market trend +
expansion to 3 new
cities



OWNER
J. Chen (Planning)

Approved



Cross-Region Alignment

ChatGPT tracks decisions made across time zones, ensuring global consistency in range planning while respecting regional variations.

Automated Summaries & Roll-Ups

Transform fragmented retail data into actionable insights with ChatGPT-powered summaries

Types of Automated Summaries



Meeting Recaps

Auto-generated summaries of range review meetings



Decisions



Actions



Follow-ups



Assortment Overviews

Quick summaries by category, region, price tier

Category Mix

Pricing Structure

Regional Variances



Document Roll-ups

Consolidated views across multiple documents



Auto-updated when source changes



"Summarize yesterday's Fall 2025 Footwear Range Review meeting"



Autumn 2025 Footwear Range Review Summary

Key Decisions:

- Added 3 new boot styles to capitalise on last year's growth
- Reduced sneaker colorways from 5 to 3 per style
- Increased sustainable materials to 35% of range

Action Items:

- Sarah Review core boot pricing by Friday
- Michael Confirm leather alternatives with suppliers

[Share with team](#) [Add action items to calendar](#)



"Create a price architecture summary for the Womenswear SS25 range"



Womenswear SS25 Price Architecture Summary

Price Band Distribution



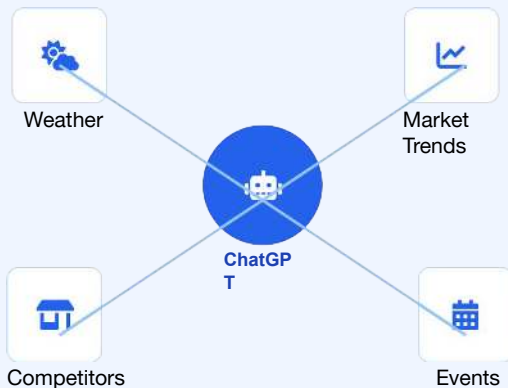
Key Insights

- £50-75 tier has strongest performance

Smarter Forecasting Assistants

ChatGPT simulates scenarios, projects outcomes, and incorporates multiple data sources for enhanced decision-making

Multi-Factor Forecasting

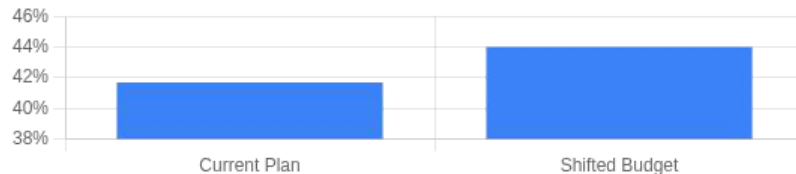


External Factors Incorporated:

- ✓ Social media trends
- ✓ Economic indicators
- ✓ Historical performance
- ✓ Supply chain status

"If we shift 20% of budget from casual tops to dresses, what's the margin impact?"

Based on current data and historical performance, shifting 20% of budget (£125,000) from casual tops to dresses would yield:



Expected Margin Improvement: **+2.3%**
Projected Revenue Change: **+£187,500**

Key Factors in Analysis:

- ♦ Summer festivals driving increased dress demand
- ♦ Competitor price positioning changed last week
- ♦ Social media engagement 32% higher for dress styles

[Download scenario](#)

[Adjust parameters](#)

Create unlimited "what-if" scenarios instantly, with ChatGPT intelligently weighing multiple data sources to deliver actionable insights.

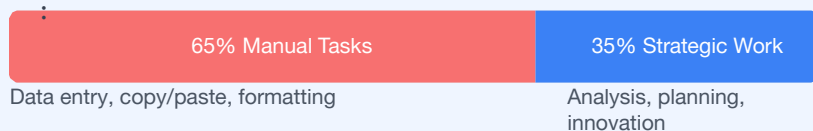
Fewer Repetitive Tasks, More Focused Teams

Automate routine work so merchandising teams can focus on strategic decision-making

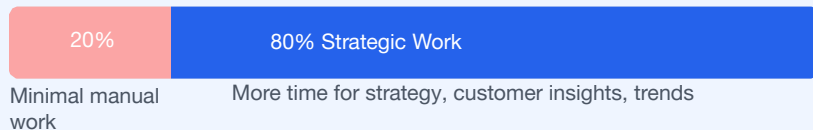
Time Allocation: Before vs After ChatGPT



Before



With ChatGPT:



20+ hours

saved per team member monthly



Product Content Generation



"Generate descriptions for our new summer linen collection using brand voice guidelines"



Generated 37 product descriptions in 45 seconds:

Linen Relaxed Shirt: "Embrace effortless summer style with our breathable linen shirt. The relaxed silhouette and premium European flax create the perfect balance of comfort and sophistication for warm-weather adventures."

+ 36 more descriptions consistent with brand guidelines



Automated Bulk Updates

Common Tasks Automated:

	Time Saved
✓ Updating vendor cost changes across planning sheets	3.5 hrs/week
✓ Product tagging and categorisation	4.2 hrs/week
✓ Colour code mapping between systems	2.8 hrs/week