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**A STUDY ON MERCHANDISE PERFORMANCE ANALYSIS
IN POS 2020 DAYABUMI**

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ABSTRACT

Merchandise performance is the most important determinant factor to the retailer. There are numerous models to measure merchandise performance, and one of them is ABC Analysis. The ABC Analysis will be able to measure which product is more preferred by the customers.

POS 2020 Dayabumi is a franchising industry which is moving towards a better time. Merchandise performance considered by the management of POS 2020 Dayabumi as its main objective to increase their sales. The products in POS 2020 Dayabumi are more than 1000 SKU.

The merchandise performance in POS 2020 Dayabumi is determined through ABC Analysis and questionnaires which were distributed to customers. The ABC Analysis gives a detailed monthly sales which measure the performance of that product.

Customers make their own opinion based on their purchase experience at POS 2020 Dayabumi.

Customers will purchase products which have quality and with reasonable prices. Customer are attracted to the varieties of products and their arrangement. It is very important for POS 2020 Dayabumi to identify the fast