

Children's Market Pricing Suggestions

Prices can vary based on wear, age, style/popularity, and the number of similar items available.

Store Levels for Pricing

Tier 1 - Discount Stores - Kmart, Wal-Mart, Target, etc.

Tier 2 - Dept. Stores - J C Penney, Kohl's, Sears, Old Navy, Martin's, Goody's, etc.

Tier 3 - Chain Stores - Gap, Osh Kosh, Children's Place, Lands End, Dillard's, Belk,

Tier 4 - Upscale and Boutique - Gymboree, Kelly's Kids, Hollywood Kids, Remember Nguyen, Ralph Lauren, Abercrombie, Northface, Strasburg Children, Heirloom/Custom clothing lines, etc.

CLOTHING ITEMS	Tier 1	Tier 2	Tier 3	Tier 4
BOTTOMS				
Jeans	2.50-4.00	3.00-5.50	3.50-8.00	4.00-9.50
Dress Pants/Khakis	3.50-6.50	4.00-7.00	4.50-8.58	5.00-10.00
Skirts/Skorts	2.50-4.00	2.50-5.00	3.00-6.00	4.00-7.00
Shorts	2.50-3.00	2.50-3.50	3.00-5.50	3.50-6.50
Sweatpants/Leggings	1.00-2.50	2.50-3.50	3.00-5.50	3.50-6.50
DRESSES				
Jumpers	2.50-4.00	3.00-5.00	3.50-6.50	4.50-12.00
Dresses	3.00-5.00	3.50-6.00	4.00-7.00	4.50-35.00
Sundresses	2.50-4.00	3.00-5.00	3.50-6.50	4.00-20.00
TOPS				
Sweater	2.50-5.50	3.00-6.00	4.00-10.00	5.00-10.00
Sweatshirt	2.50-3.50	2.50-4.00	4.50-5.50	4.00-7.00
Turtleneck/Long Sleeve	2.50-3.00	2.50-4.00	2.50-5.00	3.00-6.50
Short Sleeve/Sleeveless	2.50-3.00	2.50-4.50	3.00-5.00	4.00-6.50
Basic T-Shirt w or w/o logo	2.50-3.00	2.00-4.50	3.00-5.00	3.00-6.50
Dress Shirt	2.50-4.50	3.00-5.50	4.00-6.50	5.00-7.00
OUTFITS/SETS				
2 Piece Matching Outfit	3.00-4.50	4.50-6.00	6.00-10.00	7.00-15.00
3 Piece Matching Outfit	3.50-5.00	5.00-6.50	6.50-12.00	7.50-18.00
4 Piece Matching Outfit	4.00-5.50	5.50-7.00	7.00-15.00	8.00-24.00
OUTER WEAR				
Coat/Jacket	3.00-7.00	3.50-7.50	4.00-15.00	8.00-20.00+
Windbreaker	2.50-4.00	3.00-5.00	3.50-7.50	4.00-8.00
Raincoat/Polar Fleece/Vest	3.00-5.00	3.50-5.50	4.00-7.50	5.00-9.50
PAJAMAS				
Infant/Toddler Sleeper	1.50-3.00	2.00-4.00	3.50-5.00	4.50-6.50
2 or 3 pc. Set	2.50-3.00	3.00-4.00	3.50-5.50	4.50-7.00
Night Gown	2.50-3.00	3.00-4.00	3.50-5.00	4.50-6.50
Bath Robe	2.50-3.50	3.50-4.50	4.50-5.50	5.50-6.50
SWIM WEAR				
Swim Suits/Trunks	2.50-3.00	3.00-4.50	3.50-5.00	4.00-6.00
SHOES				
	Tier 1	Tier 2	Tier 3	Tier 4

Boots-Dress	2.50-3.50	2.50-4.00	3.00-9.00	3.50-12.00
Boots-Hiking	2.50-4.00	2.50-4.50	3.00-9.00	3.50-12.00
Tennis Shoes	2.00-3.00	2.00-4.00	2.50-5.00	3.00-8.00
Dress Shoes	2.50-3.00	2.50-4.00	3.00-8.00	3.50-10.00+
Sandals	2.00-3.00	2.50-4.00	3.00-7.00	3.50-8.00

<u>Baby/Newborn Gear & Equipment</u>	
Bathtub	\$2
Bath Tub Seats	\$2
Hooded Towels (sets sell well)	\$2 - \$3
Kid's Step Stool (No Potty Chairs)	\$2 - \$5
Play/Activity Mats	\$4 - \$8
<u>Bedding/Newborn Gear & Equipment</u>	
Bed Rails	\$2 - \$6
Comforter, Bumper, Sheet – 3 pc. Set	\$5 - \$20+
Comforter, Bumper, Sheet, Skirt 4 pc. Set	\$10 - \$25+
Comforter – Toddler (Not a Set)	\$5 - \$15
Comforter – Twin/Full (Not a Set)	\$7 - \$20
Crib Bumper, Skirt, or Blanket	\$3 - \$5
Curtains	\$3 - \$10
Receiving Blankets/Sheets (Consider grouping)	\$2 - \$3
Sheets – Twin/Full/Queen (No Comforter)	\$2 - \$6
Sleeping Bags	\$4 - \$10
Toddler Bedding Sets (3 – 4 pieces)	\$5 - \$15
<u>Diapering/Toilet Training</u>	
Changing Table Caddy	\$2-\$2.50
Diaper Depot	\$5 - \$7.50
Diaper Stacker	\$2 - \$4
Soft Diaper Wipes Warmers	\$2.00 - \$3.00
<u>Baby Equipment</u>	
High Chairs	\$10 - \$25
Booster/High Chair Seats	\$3 - \$8
Baby Swing – wind up	\$5 - \$10
Baby Swing – Battery Operated	\$10 - \$35
Exersaucers/Bouncer	\$10 - \$25
Bouncer Seats	\$8 - \$18
Single Stroller	\$10 - \$25
Double Stroller	\$15 - \$40
Crib	\$50 - \$150
<u>Sports Equipment</u>	
Cleats	\$4 - \$7+
Soccer Equipment	\$2 - \$6+
Football Equipment	\$3 - \$7+
Baseball/Softball Equipment	\$2 - \$5+
<u>Toys</u>	
Infant Toys – Preschool Toys	\$3 - \$10
Educational Toys	\$3 - \$10
Video Game Systems & Games	\$10 - \$35
Stuffed Animals	\$2 - \$3
Board Games	\$2 - \$6