

1. Record Nr.	UNINA9910811234503321
Autore	Jacobsen Marie-Louise
Titolo	The art of retail buying [[electronic resource]] : an insider's guide to the best practices from the industry // Marie-Louise Jacobsen
Pubbl/distr/stampa	Singapore, : John Wiley & Sons (Asia), 2009
ISBN	1-119-19976-X 1-118-17869-6 1-283-40146-0 9786613401465 1-118-17871-8
Descrizione fisica	1 online resource (423 p.)
Disciplina	658.72
Soggetti	Purchasing Retail trade
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	The Art of Retail Buying: An Insider's Guide to the Best Practices from the Industry; Contents; Dedication; Acknowledgments; Introduction; Chapter 1: Retail Formats; Chapter 2: Qualifications-Qualities-Abilities; Chapter 3: The Buyer's Roles; Chapter 4: Management Expectations; Chapter 5: Retail Math; Chapter 6: Budgeting; Chapter 7: Assortment Planning; Chapter 8: Anticipating Consumer Trends; Chapter 9: Forecasting Customer Demands; Chapter 10: Central Buying; Chapter 11: The True Essence of Buying; Chapter 12: Buying Merchandise; Chapter 13: Brand Strategy; Chapter 14: Managing Suppliers Chapter 15: NegotiationChapter 16: Retail Shrink: The Bare Truth; Chapter 17: Leading By Example; Chapter 18: Business Communication; Appendix 1: International Trade Fairs; Appendix 2: Common Terms from the World of Fashion; Appendix 3: Catalog of Colors; Appendix 4: Common Shipping Terms; Glossary; Index
Sommario/riassunto	Buying for retail is a demanding and challenging job that requires a creative flair, a strong awareness of fashion trends, life trends as well as good interpersonal and team working skills. Buyers and merchandisers have to ensure that the right merchandise is being sent

to the right stores, at the right time, in the right quantities. This takes a blend of forward planning and rapid response to consumer demands. In combination with the other areas of the business, success comes from maximizing profit, which is achieved through anticipating customer needs and responding rapidly to immediate issues
