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Fashion 4th
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The Sims 4 Tutorial
- #14 - How to Run
a Retail Store Retail
Buying From Basics
To

The overall text is
a great, one-stop-
solution to teach
both buying
concepts and actual
retail math
execution. ” John
Conte, Wade

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Retail Buying

College, USA “ The text has good information relating to a buyer's role in retailing. . . A good text for a Basic Buying course. ”

Marla Green, LIM
College, USA

Retail Buying: From
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Clodfelter, Richard

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Retail Buying

About Retail Buying

This comprehensive book provides

students with the skills and savvy

needed to become successful buyers

in any area of retail.

Its simple and

straightforward

approach presents

step-by-step

instructions for

typical buying

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From Basics To

tasks, such as

identifying and

understanding

potential customers,

creating a six-

month

merchandising plan,

and developing

sales forecasts.

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tool for more
effective study!
~Study smarter

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Retail Buying

Basics to Fashion -

With CD 4th ...

Retail Buying: From
Basics to Fashion.

With an emphasis
on developing a
strategy for buying,
this comprehensive
book gives students
the skills they'll
need to become
successful buyers
in all retail areas.

Its simple and

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Retail Buying

Straightforward To

approach presents students with step-by-step instructions for typical buying tasks, such as identifying and understanding potential customers, creating a six-month merchandising.

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Retail Buying

Basics to Fashion To

by Richard

Clodfelter

Retail Buying: From
Basics to Fashion.

Retail Buying. : In
this straightforward
approach to
preparing students
for merchandising
careers in retailing,
students are
presented with step-
by-step...

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From Basics To
Retail Buying: From
Basics to Fashion -
Richard Clodfelter

...

Retail math is used daily in various ways by store owners, managers, retail buyers, and other retail employees to evaluate inventory purchasing plans,

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Retail Buying
Analyze sales
figures, add-on
markup, and apply
markdown pricing
to plan stock levels
in the store.

Although most
accounting
programs do the
math for you, as a
business owner or
accountant you
should know the
most common retail

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Fashion 4th
Edition

The Top 15 Retail

Math Formulas

Every Retailer

Needs to Learn

Part I

Understanding the
Retail Environment

Where Buying

Occurs 1. Today ' s
Buying Environment

2. The Buying

Function in

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Retailing 3. Buying
for Different Types
of Stores PART II

Getting Ready to
Make Buying
Decisions 4.

Obtaining
Assistance for
Making Buying
Decisions 5.

Understanding Your
Customers 6.

Understanding
Product Trends:

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What ... Basics To
Fashion 4th
Bloomsbury
Edition
Fashion Central - -
Retail Buying From
Basics ...

Retail involves the sale of goods from a single point (malls, markets, department stores etc) directly to the consumer in small quantities for his

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Retail Buying

From Basics To

end use. In a layman ' s language, retailing is nothing

but transaction of

goods between the

seller and the end

user as a single unit

(piece) or in small

quantities to satisfy

the needs of the ...

Understanding

Retail - What is

Retail

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Learn the skills To

needed to become a
successful buyer in
any area of retail.

The book has step-
by-step instructions
for typical buying
tasks, such as
identifying and
understanding
potential customers,
creating a six-
month
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and developing
sales forecasts.

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Expertly curated
help for Retail

Buying: From
Basics to Fashion.

Plus easy-to-
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Basics to Fashion To

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Retail Buying: From
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Contents

Understanding the
Retail Environment

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-- The Buying

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Buying Decisions --
Obtaining
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Understanding Your
Customers --
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What Customers
Buy Planning and
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Clodfelter. Terms in
this set (17) Buying

Office. is an
organization that
provides consulting
services to
retailers.

(Essentially, serves
as researcher and
adviser to save the
store buyer time
and money.)

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Retail Buying
From Basics To
(merchandise
broker) buying
office.

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Chapter 4:

Obtaining

Assistance for

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buyer can be
rewarding, with

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Diverse and

interesting day-to-day job

requirements. Retail buyers are

responsible for finding, negotiating, and purchasing merchandise sold in stores. It is a fast-paced job that requires knowledge of the retail industry as well as

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business.
Fashion 4th
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"The best retail buying book available. It combines concepts with actual calculations . this provides students with a better understanding of

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the topics." -

Katherine Annette
Burnsed, University
of South Carolina,
USA

With crucial
math concepts
integrated
throughout the text,
this guides you
through typical
buying tasks, from
identifying potential
customers, to
creating a six-

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From Basics To

merchandising plan,
to developing sales
forecasts. It's fully
updated with new
examples and
trends from global
retailing and
designed for
courses on retail
buying in general
and fashion
merchandising in
particular. New to

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Retail Buying

From Basics To Fashion 4th Edition
this edition: - New coverage of omni-channel retailing, social media, online and mobile technologies - 25% new examples (trends and international examples) in the Snapshots and Trendwatches feature within each chapter - More on

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Analysing and
interpreting data,
with new practice
problems - Even
more STUDIO
student online
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video tutorials and
quizzes,
downloadable Excel
spreadsheets, and
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featuring step-by-

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step solutions to
common problems -
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instructors, too,
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Instructor's Guide,
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Powerpoint
presentations, and
Learning with
STUDIO resources.
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the STUDIO
content please refer

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straightforward

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students with step-

by-step instructions

for typical buying

tasks, such as

identifying and

understanding

potential customers,

creating a six-

month

merchandising plan,

and developing

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Ample activities give students the opportunity to apply these skills as they would in a professional environment This new edition offers expanded coverage of the use of technology for retail buying and working with

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The companion
text, Making Buying
Decisions: Using
The Computer as a
Tool furthers the
connection between
retail buying
strategies and
merchandise
math. New to this
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and expanded
chapter features:

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"Snapshots" and
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marketing and
technology -- New

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Decisions --
Instructor's Guide
provides
suggestions for
planning the course
and using the text

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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

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From Merchandise To

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

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from Maximizing To
Profit, which is
achieved through
anticipating
customer needs and
responding rapidly
to immediate
issues. It involves
complex data
analysis, liaison
with the stores
operation teams and
balancing store
stock levels. To

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Succeed as a
professional buyer,
you will need
strong analytical
and numerical
skills, an interest
and understanding
of consumer
demands and strong
commercial
awareness. You
also need to have
an ability to
understand and

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Prioritize Issues To

quickly and
efficiently.

Progression into the

Merchandising

function also

involves the ability

to manage change.

The better

equipped you are in

your buying

function the better

you will be able to

adapt to these

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changes. The best change of all is to graduate from a good buyer to an outstanding one! To handle the complexity of data and to enable you to contribute effectively in the critical role of a buyer, you need the right skill-sets and a right mind-set.

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Both of which can
be learned in The
Art of Retail

Buying. This easy
to read guide is
written in a concise
& pictorial style
with colorful images
that enables you to
follow step-by-step
each function of a
buyer. The Art of
Retail Buying will
inspire you,

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From Basics To
motivate you and
encourage you
towards
merchandising
excellence!

This best-selling
textbook explains
the essential
concepts, practices,
procedures,
calculations, and
interpretations of
figures that relate

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to merchandising
and buying at the
retail level.
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concepts, persons,
places, and events
from the textbook
are included.

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Assortment Plans -
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Inventories
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Foreign Markets -
Making Market
Visits and

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planning the course
and using the text
in the classroom -
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provides outlines
and ideas for
lectures; compatible
with PC and Mac
platforms

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"The end objective of buying and merchandising is to achieve sales and gross margin objectives through effective merchandise management of a department or group of departments." —from Management of Retail Buying, Third

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more to retail
buying than simply
forecasting
consumer demand.
The successful
buyer employs a
complex
constellation of
skill, art, and
careful study to
plan and manage
the flow of
merchandise from

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Retail Buying

From Dealer to

marketer to the

consumer. This

book contains the

combined wisdom,

knowledge, and

hard-won savvy of

three of the world's

foremost authorities

on managing retail

buying, each of

whom brought a

lifetime of

experience to the

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From Basics To
Creation of this
third edition of the
most important
book in every retail
buyer's library.

This comprehensive
volume covers
every aspect of
retail buying, from
targeting desired
consumers and
purchasing goods
tailored to their
tastes and needs, to

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Retail Buying

negotiating with vendors, managing inventory, and using computers to expedite the buying process.

Management of Retail Buying is organized into three parts: The Buying Process, Planning and Managing Merchandise Assortments, and

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Where and How to Buy. Part I features an overview of the buyer's milieu; a look at how the buying process can be organized and controlled; and in-depth descriptions of the several types of buying groups, how they function, and their similarities and

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Retail Buying

differences. Part II

focuses on the keys to understanding

the consumer,

forecasting demand,

and using that

forecast as a basis

for selecting

merchandise.

Because retailers of

staple goods face a

very different set of

objectives and

problems from

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Retail Buying

From Basics To

retailers of fashion

and seasonal

merchandise,

separate chapters

are devoted to

planning and control

of assortments in

these different

types of

establishments. The

book's final section

examines the world

of suppliers,

vendors, price

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negotiations, order
placement, special
services from
vendors, and actual
acquisition of the
merchandise. The
authors provide
authoritative and
timeless advice on
competitive
strategies and
tactics, foreign
buying, controlling
the logistical

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Retail Buying

From Basics To

factors that lie
between the
purchase of goods
and their delivery

to the point of sale,
and much more.

Whether you're a
seasoned retail
veteran or a student
or novice hoping to
make retailing your
life's work,

Management of
Retail Buying, Third

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to become the most
highly prized

volume on your
bookshelf. The

standard

text/reference for

retail buying and

merchandising is

now revised,

expanded, and

updated for the

1990s and beyond .

. . This Third

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Edition Basics To
the classics in
retailing literature
combines the
timeless wisdom of
three of the
industry's giants
with a detailed
examination of the
current state of the
retailer's art. It
provides
comprehensive
coverage of every

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Aspect of retail
buying and how to
manage the buying
process in order to
maximize profits
and minimize
losses. It also
offers in-depth
discussions of the
numerous skills and
techniques needed
to succeed as a
buyer or
merchandise

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manager in today's

competitive retail
environment,

including:

Organizing and
controlling the
buying process

Understanding
consumer

demographics and
psychographics

Identifying
consumer trends
and forecasting

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Retail Buying

Demand Analyzing To

and interpreting
sales records

Planning and control
of merchandise

assortments Using
computers to

increase

competitiveness

Shopping vendor
lines and

negotiating prices
and services And

much more

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This text gives students a step-by-step approach to understanding the mechanics of a six-month merchandising plan. Upon completion of the plan students will have gained insight into how the plan is forecast into the future as well

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as how it is
implemented at the
actual purchasing
level.

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