

Fashion Buying in the Children's Wear sector



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Reviews

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FASHION BUYING IN THE CHILDREN'S WEAR SECTOR



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GRIN Verlag Apr 2014, 2014. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2011 in the subject Business economics - Operations Research, grade: A, University of Kent, language: English, abstract: The research report elaborates on responsibilities of Fashion buyer, who was recently appointed in a Paris based Children's wear retail organization. The organization deals with three product lines: Children's Wear, Swimwear and Nightwear. The introduction part of the paper discusses a little bit about the Paris fashion apparel industry and outlines three selling methods that can be used to maximize the profitability of the organization. Then, the paper goes on explaining how these three selling methods can be used and what kind of strategies to be implemented by keeping textile legislations and international currency implications in mind for each method to increase the profitability. This paper also provides an in depth information on key functional areas or key responsibility areas of fashion buyer in apparel retail sector. As we are looking to maximize the sales of children's wear in the first season, the paper emphasized more on what a fashion buyer should do in the first 100 days of his new post to secure maximum profitability. The paper also provided information on strategies to be used to effectively promote the children's wear products for second season also. (.) France is one of the leading countries in manufacturing high quality fabrics and fashionable apparels. In this technology driven world, the percent of transactions happen through retail outlets have been getting down day-by-day. Nearly 35 percent of transactions happen through retail outlets where as 25 percent of transactions happen through online. With the increased awareness levels and secure payment gateways, the internet retailing industry has been...



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