

Diploma in Fashion Merchandizing and Readymade Garments

Diploma

PAPER I: FASHION STUDIES AND MERCHANDISING (THEORY)

SYLLABUS

Unit 1: Fashion Concept

S.No.	Title	Details
1.	Fashion terminology	Apparel, style, fashion, fashion design, accessories, classics, fad, trend, alter, designer, drafting, draping, fitting, flare, gathers, silhouette, fashion forecaster, fashion journalist, model
2.	Types of fashion	Haute couture, ready-to-wear, mass market
3.	Fashion cycle & Fashion Theories	fashion cycle, Trickle-down theory, bottom up theory & trickle across theory
4.	Careers in fashion	Job opportunities in fashion Industry
5.	Fashion Industry	Status of Indian fashion at global level

Unit 2: Marketing Trends

S.No.	Title	Details
1.	Marketing Strategy	Meaning & definition of 4 P's of Marketing –Product, Place, Price, Promotion
2.	Channel of distribution	Role of Wholesaler, Retailer, Vendors Online shopping
3.	Product	Factors influencing product selection
4.	Place	Factors affecting place selection
5.	Price	Factors affecting price determination of apparel
6.	Promotion	Promotion activities- fashion fairs, exhibition, advertisements, fashion shows, discount sale, social media, hoardings, display

Unit 3 : Basics of Merchandising

S.No.	Title	Details
1.	Basics of merchandising	Meaning and definition, fashion merchandiser, visual merchandising, Fashion Designer, fashion forecasting
2.	4 “R”s of merchandising	Right merchandise, right time, right price, right selling staff
3.	Fashion merchandiser	Role in fashion and readymade industry, career opportunities
4.	Visual merchandising	Display- interior and exterior
5.	Fashion forecasting	Benefits of forecasting
6.	Fashion designer	Role in fashion and readymade Industry, career opportunities

Unit 4: Boutique Management

S.No.	Title	Details
1.	Introduction	Meaning and difference in shop, store and boutique, features

2.	Business plan	Boutique business plan- Market survey, goals, budget planning, sourcing, location, manpower, publicity
3.	Market survey	Importance in goal setting
4.	Budget Planning	Resources – place, infrastructure, equipments and machinery, salary, advertisement, daily operational and maintenance
5.	Finance	Loan benefits from government policies, banks
6.	Sourcing	Basics of Purchasing resources, manpower arrangement
7.	Publicity	Mouth, print, electronic, social publicity, consumer relationship
8.	Focus areas	Design, marketing & merchandising, manufacturing, inspection and follow up in boutique

Unit 5 : Ready-to-Wear Garments

S.No.	Title	Details
1.	Basics	Meaning and importance of readymade clothing in wardrobe planning, difference between customized and ready-to-wear
2.	Buying	Factors affecting buying of readymade clothing- Social Factors- locality, cultural background, gender, occupation, occasion , social status Economic Factors- income(family and individual), technological advancement, Environmental Factors - weather, climate Physiological Factors- age, body structure, activity level, interest, health Other factors- fashion, media, politics, spiritual beliefs, national spirit
3.	Areas	Traditional, handloom, Kids wear (infants, toddlers, preschool), male wear, female wear, sports wear, maternity wear
4.	Readymade Industry Departments	Merchandising, designing & sampling, cutting, stitching, finishing, inspection, pressing, packaging, warehouse/store

Unit 1: Fashion Concept

FASHION TERMINOLOGIES

- 1. Apparel"** means clothing in general. In the rag trade, "apparel" is a generic description that covers menswear, womenswear, childrenswear and sportswear
- 2. Style** A particular design, shape or type of apparel item. The style of the garment is determined by the distinct features that create its overall appearance.

3. **Fashion** The display of the currently popular style of clothing. A fashion is the prevailing type of clothing that is favored by a large segment of the public at any given time and influenced by Social, Political, Economical and Artistic media.
4. **Fashion Design** is the [art](#) of applying [design](#), [aesthetics](#), clothing construction and natural beauty to [clothing](#) and its [accessories](#). It is influenced by cultural and social attitudes, and has varied over time and place.
5. **Gathers** A means of distributing fullness in some part of a garment by sewing a loose row of stitches, pulling the thread, and sliding the fabric along the thread to make soft folds in order to decrease the width of the fabric. n shirring three or more rows of gathers are placed parallel lines to achieve a decorative effect whilealso manipulating fullness.
6. **Accessories** A [fashion](#) accessory is an item used to contribute, in a secondary manner, to the wearer's [outfit](#), often used to complete an outfit and chosen to specifically complement the wearer's look.^[1] It has the capacity to further express an individual's identity and personality as there are accessories that come in different shapes, sizes, hues etc. accessories include purses and [handbags](#), [hand fans](#), [parasols](#) and [umbrellas](#), [wallets](#), [canes](#), and [ceremonial swords](#). Accessories that are worn may include [jackets](#), [boots](#) and [shoes](#), [cravats](#), [ties](#), [hats](#), [bonnets](#), [belts](#) and [suspenders](#), [gloves](#), [muffs](#), [necklaces](#), [bracelets](#), [watches](#), [eyewear](#), [sashes](#), [shawls](#), [scarves](#), [lanyards](#), [socks](#), [pins](#), [piercings](#), [rings](#), and [stockings](#).
7. **Classic:** An item of clothing that continues to be popular even though fashion changes. It is always acceptable. Classics were originally fashion items, but their general appeal and simple style lines have kept them popular. They can be worn year after year. Examples of classics: White dress shirts, dark business suits, pleated skirts, loafer shoes, blue jeans, and salwar kameez.
8. **Fad:** A temporary, passing fashion. It is an item or look that has great appeal to many people for a short period of time. A fad becomes popular fast, and then dies out quickly. Craze: Craze is like a fashion because it is a passing love for a new fashion. However, this has a display of emotion or crowd excitement with it. Stores have a hard time keeping such items in stock because people are so eager to buy them.
9. **Trend** Trend denotes the thing that is popular at a particular point in time. The word is regularly used in relation to fashion and [jewelry](#). In the fashion industry, the word trend denotes the fashions that are popular at a certain point in time. For instance, the power suits were the trend in the 1980s. In 2018, sky blue and purple were the trendy colors. Trends in fashion can be impacted by multiple aspects such as social, political, technological, and economical.
10. **Alter** To make different without changing into something else.
11. **Designer** A fashion designer is responsible for creating the specific look of individual garments-including a garment's shape, color, fabric, trimmings, and other aspects of the whole. The fashion designer begins with an idea of how a garment should look, turns that idea into a design (such as a sketch), and specifies how that design should be made into an

actual piece of clothing by other workers. Fashion designers attempt to design clothes which are functional as well as aesthetically pleasing.

- 12. Drafting** Drafting is a full scale plan of a garment based on an individual's direct body measurements, which along with some proven formulae are used to develop the shape and fit of a particular garment. This plan or outline is known as Draft, which is then transferred on to the cloth to be cut. Drafts are also referred to as 'blocks' or 'slopers' which are a basis for advanced pattern marking. Drafting is defined as a method of drawing patterns on paper with mechanical precision using body measurements.
- 13. Draping:** A technique of pattern making where the fabric is placed on the dress form and pinned to create a design. It is more 3Dimensional.
- 14. Fitting** Fitting is defined as the activity when someone tries on clothes to make sure they are the right size, or a small part that joins together other parts.
- 15. Flare** Flares refers to a projection of volume in a silhouette, flares are also referred to as a type of trouser style. A flare can feature on dresses or tops, particularly seeing reference in peplum tops and skirts. To expand or open outward in shape.
- 16. Gathers** Gathering is a [sewing](#) technique for shortening the length of a strip of [fabric](#) so that the longer piece can be attached to a shorter piece. It is commonly used in [clothing](#) to manage fullness.
- 17. Couture:** the design and manufacture of fashionable clothes to a client's specific requirements and measurements.
- 18. Silhouette:** The shape of the clothing style. It is formed by the width and length of the neckline, sleeves, waistline and pants or skirts. If you were to squint your eyes and look at a suit, dress or coat, the outline (shape) of the garment would show its silhouette. Silhouettes are always changing in fashion. The general direction that a silhouette takes (wider-narrower-longer-shorter) shows a fashion trend.
- 19. Fashion Forecaster** Fashion forecasters predict which silhouettes colours, textures, fabrics, graphics, prints, footwear, accessories, etc. will be the forthcoming trends on the runway and in retail stores from season to season. A [fashion](#) forecaster predicts the colors, fabrics, textures, materials, prints, graphics, beauty/grooming, accessories, footwear, [street style](#), and other styles that will be presented on the [runway](#) and in the stores for the upcoming seasons.[[]
- 20. Fashion journalist** Fashion journalism is a component of fashion media with a focus on writing and photojournalism. Fashion journalists essentially serve the same purpose as other journalists, but focus specifically on fashion trends and events. A fashion journalist is the one who utilises their knowledge, skills and creativity to keep the enthusiast up to date with the latest trends and news in the industry.
- 21. Model** A model is a person with a [role](#) either to [promote](#), display or

[advertise](#) commercial [products](#) (notably [fashion](#) clothing in [fashion shows](#)) or to serve as a visual aid for people who are creating [works of art](#) or to pose for photography. Though models are predominantly female, there are also male m

2. TYPES OF FASHION

1. **Haute couture** involves the creation of limited, custom-fitted **clothing** and accessories that are individual works of art. **Haute couture** is literally French for “high dressmaking,” and originated with made-to-order garments designed and sewed for private clients. is the creation of exclusive custom-fitted [clothing](#).

Haute couture is [high-end fashion](#) that is constructed by hand from start to finish, made from high-quality, expensive, often unusual fabric and sewn with extreme attention to detail and finished by the most experienced and capable sewers—often using time-consuming, hand-executed techniques.

An haute couture garment is always made for an individual client, tailored specifically for the wearer's measurements and body stance and only in Paris. Considering the amount of time, money, and skill allotted to each completed piece, haute couture garments are also described as having no price tag: budget is not relevant. In modern France, *haute couture* is a protected name that may not be used except by firms that meet certain well-defined standards.

Haute couture is a spearhead in terms of creation, a fantastic laboratory for research, both in terms of craftsmanship and design innovation,” explains Toledano. “Haute couture is a land of free expression for designers, as well as an image builder for brands.”

These are garments created as one off pieces for a specific client. 19th century Englishman Charles Frederick Worth is considered as the father of Haute Couture and today members are selected by the Chambre Syndicale de la Haute Couture. To qualify as an official Haute Couture house, members must design made-to-order clothes for private clients, with more than one fitting, using an atelier (workshop) that employs at least fifteen fulltime staff. They must also have twenty fulltime technical workers in one of their workshops. Finally, Haute Couture houses must present a collection of no less than 50 original designs — both day and evening garments — to the public every season, in January and July.

2. **Ready-to-wear** or *prêt-à-porter* is the term for [ready-made garments](#), sold in finished condition in standardized sizes, as distinct from [made-to-measure](#) or [bespoke](#) clothing tailored to a particular person's frame.

Ready-to-wear has a rather different place in the spheres of [fashion](#) and classic clothing. In the [fashion industry](#), designers produce ready-to-wear clothing, intended to be worn without significant alteration because clothing made to standard sizes fits most people. They use standard patterns, factory equipment, and faster construction techniques to keep costs low, compared to a custom-sewn version of the same item. Some [fashion houses](#) and [fashion designers](#) make mass-produced and industrially manufactured ready-to-wear lines, while others offer garments that are not unique but are produced in limited numbers.

Ready-to-wear” is a fashion industry term that signifies that an article of clothing was mass-manufactured in standardized sizes and sold in finished condition—rather than designed and sewn for one particular person.

Ready-to-wear clothes are a cross between haute couture and mass market. They are not made for individual customers, but great care is taken in the choice and cut of the fabric. Clothes are made in small quantities to guarantee exclusivity, so they are rather expensive. Ready-to-wear collections are usually presented by fashion houses each season during a period known as Fashion Week. This takes place on a city-wide basis and occurs twice a year.

What Are the Differences Between Ready-to-Wear and Haute Couture?

Ready-to-wear clothing and haute couture are two different ways the fashion world approaches clothes making. Ready-to-wear is clothing sold “off the rack,” meaning that it is made in standardized sizes, is usually mass-produced, and is meant to be purchased and worn immediately, often without alteration. Haute couture refers to high-end, custom clothing made and tailored exclusively for the wearer.

Almost all major fashion labels (like Gucci, Lacroix, Prada, or Dior) make and show *prêt-à-porter* or ready-to-wear collections, in addition to their haute couture lines. Other differences between ready-to-wear and haute couture include:

- **Production.** Manufacturers produce ready-to-wear clothing using factories with automated processes, while haute couture is usually handmade from start to finish—including designing, stitching, and tailoring.
- **Sizing.** Ready-to-wear clothing is available in “standard sizes” (for instance, from XXS to XXL) to streamline the production process; haute couture is made to measure, which means it is tailored for the wearer’s body.

- **Cost.** Ready-to-wear clothing is inexpensive to produce and typically sells for low prices. Haute couture can be expensive; its price is based on its exclusivity and the high-quality materials and labor used to create the often one-of-a-kind pieces.

3. Mass market Currently the fashion industry relies more on mass market sales. The mass market caters for a wide range of customers, producing ready-to-wear clothes in large quantities and standard sizes. Inexpensive materials, creatively used, produce affordable fashion. Mass market designers generally adapt the trends set by the famous names in fashion. They often wait around a season to make sure a style is going to catch on before producing their own versions of the original look. In order to save money and time, they use cheaper fabrics and simpler production techniques which can easily be done by machine. The end product can therefore be sold much more cheaply.

Mass-market fashion retailers are localized at the bottom of the needs. Those brands' business models are based on high traffic, high volume and low margin. But some organizations also have different value proposition in their portfolio of brands. Leading mass-market fashion businesses offer collections more frequently than the average market. This freshness describes the [fast- fashion](#) business model, where Zara, which is capable of translating trends in products in a matter of weeks, revolutionized design, manufacturing and retailing.

These companies put the customer at the center of their organizations and operations are build to reflect it. The results are more collections, a wider range of options with a reduced shelf life, higher stock turns that lower promotions needs and therefore ensure better margins and cash flows. But even if mass-market retailers share some characteristics, their approach to fashion, manufacturing, innovation, marketing and retail is quite different. For example, H&M outsources its production, releases limited edition or capsules with famous designer and invests heavily in advertising..

3. EVOLUTION OF FASHION CYCLE

Fashion acceptance is usually described as a fashion cycle.

The fashion cycle is usually depicted as a bell shaped curve with 5 stages.

1. Introduction
2. Rise in popularity

3. Peak of popularity
4. Decline in popularity
5. Rejection

Introduction of a style

- Most new styles are introduced in the high level.
- Designers create the designs with few limitations on creativity, quality of raw material or amount of fine workmanship.
- They create new apparel and accessory style by changing elements like line shape, color, etc...
- Product costs are high and only few can afford.
- Production in small quantity gives the designer more freedom, flexibility.
- New products are shown to retail buyers and press.
- At the first stage of cycle, fashion implies only style and newness.
- Celebrities, TV stars, models buy these clothes as they want to wear them in some events.

Increase in popularity

- When new styles are seen worn by celebrities on TV or magazines they attract the attention of the general public.
- Viewers may wish to buy the new styles but perhaps cannot afford them.
- Manufacturers use less expensive fabric and modify the designs to sell in low price.
- Some companies also do imitation of designer originals at low prices.
- High priced designers now have secondary sales line which sell at lower prices so they are able to sell adaptations of their original designs in great quantity.

Peak of popularity

- When fashion is at height of popularity it may be in such demand that more manufacturers copy it or produce adaptations of it at many price levels.

Decline in popularity

- After so many designs copies are mass produced, people get tired of that style and begin to look for something new.
- Consumers still wear garments in style but they don't buy them at regular prices.
- Retail stores put declining styles on the sale rack.

Rejection of a style

- In the past fashion cycle some consumers must have already turned to new look.

- The rejection of a style just because it is out of fashion is called consumers obsolescence.
- “FASHION WEARS OUT MORE APPAREL THAN THE MAN”

Length of cycles

- Fashion always follows the same cyclic pattern.
- There is no measurable time table for a fashion cycle.
- Some takes short time to peak and popularity and some takes longer.
- Some decline slowly some very fast
- Some styles will sell in a single season some several seasons
- Some fashion fades quickly others never disappear.

Classic

- Some styles never become complete obsolete, but interest remain more or less accepted for an extended period.
- Jeans, A-line kurtha, polo shirt, loafers and sari is a very good example for classic fashion.

Fad

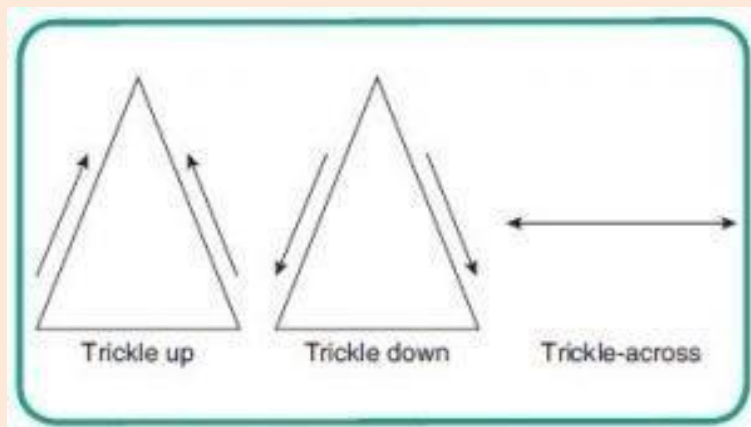
- Short lived fashion is called fad.
- They lack the design strength to hold consumers attention for a long time.
- Piercing, tattoos, spikes, sleeves, neck lines...are some good examples for fads.

Cycles within cycles

- Design elements such as colour, texture, silhouette may change even though the style itself remains popular.
- Jeans is a good example (skin fit, boot cut, low waist, high waist, different washes, torn jeans)

The Flow of Fashion

The distribution of fashion has been described as a movement, a flow, or trickle from one element of society to another. The diffusion of influences from center to periphery may be conceived of in hierarchical or in horizontal terms, such as the trickle-down, trickle-across, or trickle up theories.



Flow of fashion

FASHION THEORIES

Adaptation of fashion

- To understand how new fashion ideas are spread and how they are adapted to the taste, life-style and budgets of various costumers.
- Basically there are three variations of the fashion adaptation processtraditional adaptation, reverse adaptation, and mass dissemination.

Trickle-down theory (traditional adaptation)

- It is based on the traditional process of copying and adapting trendsettingfashion from, Paris, London, New York designers.
- Couture designer fashion is expensive and it is affordable by only a few people.
- Those designs are copied again and again at lower prices until they havebeen seen often by the conservative buyers.
- It starts from to high fashion to the common people.

The oldest theory of distribution is the trickle-down theory described by Veblen in 1899. To function, this trickle-down movement depends upon a hierarchical society and a striving for upward mobility among the various social strata. In this model, a

style is first offered and adopted by people at the top strata of society and gradually becomes accepted by those lower in the strata.

This distribution model assumes a social hierarchy in which people seek to identify with the affluent and those at the top seek both distinction and, eventually, distance from those socially below them. Fashion is considered a vehicle of conspicuous consumption and upward mobility for those seeking to copy styles of dress. Once the fashion is adopted by those below, the affluent reject that look for another

Trickle-up theory (reverse adaptation)

- It starts from street fashion to high fashion.
- Since 1960s designers and manufactures pay more attention to the customers innovations .
- They watch people on street to find ideas.
- The “gypsy” look is a good example of a street look which reached the runway.

The trickle-up or bubble-up pattern is the newest of the fashion movement theories. In this theory the innovation is initiated from the street, so to speak, and adopted from lower income groups. The innovation eventually flows to upper-income groups; thus, the movement is from the bottom up.

Examples of the trickle-up theory of fashion distribution include a very early proponent, Chanel, who believed fashion ideas originated from the streets and then were adopted by couture designers. Many of the ideas she pursued were motivated by her perception of the needs of women for functional and comfortable dress.

Following World War II, the young discovered Army/Navy surplus stores and began to wear pea jackets and khaki pants. Another category of clothing, the T-shirt, initially worn by laborers as a functional and practical undergarment, has since been adopted universally as a casual outer garment and a message board.

Thus, how a fashionable look permeates a given society depends upon its origins, what it looks like, the extent of its influence, and the motivations of those adopting the look. The source of the look may originate in the upper levels of a society, or the street, but regardless

Trickle-across theory (mass dissemination)

- Modern communications bring fashion from around the world into our homes instantly.
- Many separate markets have developed to various age range, life style, tastes.
- Various designer and manufacturer labels appeal to various market segments at different price points.
- Mass production means that many different styles can be accepted at a same time.

Proponents of the trickle-across theory claim that fashion moves horizontally between groups on similar social levels (King; Robinson). In the trickle-across model, there is little lag time between adoption from one group to another. Evidence for this theory occurs when designers show a look simultaneously at prices ranging from the high end to lower end ready-to-wear.

4. CAREERS IN FASHION

Garment and textile export houses

Fashion designers in garment and textile export houses design and make apparel, including accessories like jewelry and footwear that appeal the buyers and meet their specific design requirements.

Textile and fabric manufacturing units

Fashion designers in textile and fabric manufacturing units design, make specifications and then oversee manufacturing of fabrics that meet the needs of the client.

Branded fashion showrooms

Fashion designers often design collections based on the requirements of high end fashion stores. These collections are then put across the stores, ready for sale.

Television and Film Industry

Celebrated fashion designer design costumes and apparel to be donned by the who's who of the film and television industry. They often consider the plot of the movies and complexities of the characters in doing so.

□ Boutiques

Fashion designers design apparel to be displayed across designer boutiques.

□ Retail Chains

Fashion Designers often tie up with retail chains to make customer pleasing garments that are put at all locations of the retail brand.

□ Independent, self-employed fashion designers

fashion designers open their own stores/boutique studios where they design apparel based on the needs and the taste of their customers.

□ Teaching in an institute that offers courses in fashion designing

Experienced fashion designers may join as faculty members in institutes that offer courses in this field so that they can share their expertise and knowledge with the budding fashion designers in order to train them better

□ Knit wear designer.

Textile apparel designers work extensively on drapes, knits, hems and patterns. Designers specializing in knit wears strive to include innovation in winter wear, creating knit patterns that are aesthetically pleasing.

□ color specialist

Textile apparel designers work in the industry as color specialists, who pay extreme attention to differentiation of colors, and dyes used in designing.

□ Event management companies

Fashion technologists work in event management companies to assess the specific demand of people engrossed in the vents industry. They consult on various issues that plague the industry, such as changing clothes during performances etc.

□ Fashion magazine

Fashion technologists find place in fashion magazines as writers and journalists,

editors and photographers. Their attention to detail and technical acumen in fashion comes in handy for analysis

- ▢ **.Career Opportunities in Image Consulting:** Image consultants work for public companies, private companies and corporations for the enhancement of employees' corporate image, professional etiquettes and protocol. You can also work with image consulting firms or independently to provide online/offline services to private clients
- ▢ **Career Opportunities in Fashion Blogging:** As a fashion blogger, you can begin writing and express your views on fashion through blogs by setting up your own blog, or becoming an influencer on social media platforms like Instagram, YouTube, Facebook, etc. Along with that, you can also collaborate with top brands as a paid partner or work on the promotion of specific products or projects..

▢ **TEXTILE DESIGNER**

A textile designer creates fabrics by choosing materials and yarns and designing weavings and finishing or imagines motifs and patterns with a matching color range to be reproduced on printed fabrics. Creative skills as well as strong technical knowledge of textiles are required.

▢ **PATTERN MAKER**

A pattern maker must be able to convert the designer's idea into a 3- dimensional shape. He or she is the link between design and production. He or she makes sample garments including the technical and practical requirements concerning its construction. He or she must excel in either pattern making or draping and be skilled with computer assisted drafting. The pattern drafter also takes responsibility for production through the fittings, final alterations and collection production follow-up.

▢ **TEXTILE BUYER**

A textile buyer manages the supply of various materials used in creating garments. In collaboration with the product manager and fashion designer, he or she places fabric orders necessary for completion of collections and follow the orders delivery. The textile buyer needs good knowledge of fabrics and the technical aspects of production, along with good organization and negotiation skills.

▯ **HEAD DESIGNER**

The Head designer is the link between the Art Director and the teams in charge of designing the collections and products. He/she must understand and communicate the Art Director vision and lead the designers to translate it onto real products. Both creative and team management skills are required.

▯ **INDEPENDENT DESIGNER**

An independent designer is the founder and art director of a new brand. He/she has to design collections according to the positioning and the identity of the brand he/she has created and promote it. An independent designer must have a global vision of his/her brand and must be able to work closely with managers in order to develop the brand according to this vision.

▯ **ART DIRECTOR (fashion)**

The Art director manages all the creative aspects of a fashion brand. He/she is responsible for the coherence between the products, the image and the identity of a brand. He/she is in charge of various collections (pre-collections, catwalk collections, accessories...etc) and the different ways the products are shown (fashion show, adverts, store concepts, visual merchandising...). The Art director has to mix a very strong creative and visual universe with good communication skills and an analytic approach of brands.

▯ **ART DIRECTOR (press/advert)**

Art director is the title for a variety of similar job functions in advertising, marketing, publishing, publishing...etc. The Art director is in charge of the overall visual appearance and how it communicates visually, stimulates moods, contrasts features, and psychologically appeals to a target audience. The art director makes decisions about visual elements used, what artistic style to use, and when to use motion.

▯ **VISUAL MERCHANDISER**

A Visual Merchandiser must combine creativity and artistic flare with a technical approach of light, materials, space organization...etc in order to design and implement window and in-store displays. He/she should create eye-catching product displays in

coherence with the identity of a brand or that follow the Art Director requirements and that appeal to their target customers.

▣ **FASHION JOURNALIST**

A fashion journalist has to research, find and propose fashion related subjects for articles or reports, write and edit articles, conduct interviews, formulate commentaries for fashion shooting and editorials. Fashion journalist can work for very various media such as magazine, newspaper, website, blog, television...etc. A very good knowledge of the fashion industry as well as networking skills are required.

▣ **FASHION EDITOR**

A fashion editor supervises the process of creating, developing and presenting content for the fashion department of a magazine, website, newspaper or television program. His/her work includes supervising other editors and writers, writing or editing articles themselves, formulating and styling fashion photo shoots, choosing photos for publication, choosing fashion items and trends for publication, researching trends in the fashion industry and networking with industry professionals including photographers, designers and public relations professionals.

▣ **PUBLIC RELATIONS MANAGER**

A public relations manager uses all form of communication and media to build a brand image and reputation. A public relation manager is in charge of defining and developing a PR strategy, writing and communicating pressrelease to targeted media, organize events and liaise with editors, journalists, bloggers and all influential people than can create a brand reputation. Strong interpersonal skills are required.

▣ **FASHION STYLIST**

A Fashion stylist is someone who imagines themes, selects the clothing and accessories and builds the silhouettes for published editorial features, print, catalogs, or television advertising campaigns, music videos, concert performances, and any public appearances made by celebrities, models or other public figures. Fashion Stylists are often part of a larger creative team assembled by the client, collaborating with the fashion designer, photographer and director.

▮ **COMMUNICATION MANAGER**

A communication manager develops the brand's communication strategy including advertising, marketing materials, and the organization of PR events and product launches. He/she works closely with advertising agencies to construct promotional campaigns and works closely with the fashion media.

▮ **FASHION ASSISTANT**

The role of a fashion assistant is to lend practical support to a fashion designer or a team of fashion designers. A fashion assistant has to organize and schedule the different steps of a collection realization, such as meeting, suppliers orders, delivery following, fittings...etc, but can also be in charge of the first creative researches for trends or colors and of the shape of boards and portfolios or technical documents.

▮ **PRODUCT MANAGER**

A product manager has an important role within the different sectors of the textile apparel network. He or she must define, manufacture and sell garment lines to buyers. He or she watches over the commercial performance of his products and is responsible for their profitability.

▮ **PRODUCTION MANAGER**

A production manager must determine production objectives (cost, quality, quantity) and is responsible for the production of a garment or line of garments. To be a production manager, strong management skills and knowledge of manufacturing and logistics are necessary.

▮ **E-COMMERCE SPECIALIST**

An e-commerce specialist is responsible for collecting, supervising data loading, and maintaining and developing the corporate websites for the marketing department. Another key responsibility of an e-commerce specialist is Search Engine & Affiliate Marketing optimization and to ensure optimal SEO and Affiliate marketing.

▮ **SHOWROOM/STORE MANAGER**

This job entails being responsible for overseeing all aspects of a store or showrooms operations. A showroom/store manager is involved in everything from approving visual displays, television advertisements, and handling employees. He or she should not only have knowledge of the fashion industry but also business acumen and

▯ **BRAND MANAGER**

A brand manager will plan, develop and direct the marketing for their particular brand or product. He or she will monitor market trends and advertising activities, their aim is to create a lasting good impression for their brand.

▯ **FASHION COORDINATOR**

A Fashion Coordinator's responsibilities are filtering and mediating the diverse needs of the company in order to gain coherence from a style or communication. He or she arrange and supervise the marketing of fashion clothing for manufacturing houses, textile firms and retail stores, promoting garments to the press and public.

▯ **PRODUCT DEVELOPMENT MANAGER**

A Project Development Manager is responsible for overseeing every aspect of a manufacturer or designer's products, from design and construction through to selling and distribution. He or she researches the fashion market in order to identify new trends, fabrics etc.

▯ **RETAIL NETWORK MANAGER**

A retail and network manager focuses on driving sales and maximizing profitability. He or she needs to be able to manage, develop and motivate a sales team, while still devising strategies to assist in achieving targets.

▯ **FASHION BUYER**

A buyer finds the best products at the best price while respecting his company's buying strategy. He establishes buying plans, negotiates prices with manufacturers, and tackles logistical problems. He or she chooses garments according to his clients' requests with the aid of fashion trends and past sales records. The buyer is also responsible for quality control.

5. FASHION INDUSTRY-Status of Indian Fashion AtGlobal Level

For the global fashion industry, India is a very big exporter of fabrics and accessories. All over the world, Indian ethnic designs and materials are considered as a significant facet for the fashion houses and garment manufacturers. In fabrics, while sourcing for fashion wear, India also plays a vital role as one of the biggest players in the international fashion arena.

India's strengths not only depend on its tradition, but also on its raw materials. World over, India is the third largest producer of cotton, the second largest producer of silk and the fifth largest producer of man-made fibres.

In the international market, the Indian garment and fabric industries have many fundamental aspects that are compliant, in terms of cost effectiveness to produce, raw material, quick adjustment for selling, and a wide ranges of preference in the designs in the garments like with sequin, beadwork, aari or chikkon embroidery etc, as well as cheaper skilled work force. India provides these fashion garments to the international fashion houses at competitive prices with shorter lead time and an effective monopoly in designs which covers elaborated hand embroidery - accepted world over.

India has always been considered as a default source in the embroidered garment segment, but the changes of rupee against dollar has further decreased the prices, thereby attracting buyers. So the international fashion houses walk away with customized stuff, and in the end crafted works are sold at very cheap rates.

As far as the market of fabrics is concerned, the ranges available in India can attract as well as confuse the buyer. A basic judgmental expectation in the choosing of fabrics is the present trend in the international market. Much of the production tasks take place in parts of the small town of Chapa in the Eastern state of Bihar, a name

one would have never even heard of. Here fabric making is a family industry, the ranges and quality of raw silks churned out here belie the crude production methods and equipment used- tussars, matka silks, phaswas, you name it and they can design it. Surat in Gujarat, is the supplier of an amazing set of jacquards, moss crepes and georgette sheers - all fabrics utilized to make dazzling silhouettes demanded world over. Another Indian fabric design that has been specially designed for the fashion history is the "Madras check" originally utilized for the universal "Lungi" a simple lower body wrap worn in Southern India, this product has now traversed its way on to bandannas, blouses, home furnishings and almost any thing one can think of.

Recently many designers have started using traditional Indian fabrics, designs and cuts to enhance their fashion collections. Ethnic Indian designs with batik cravat, tie- and-dye or vegetable block print is 'in' not just in India but all across the world.

In India, folk embroidery is always associated with women. It is a way of their self expression, and they make designs that depict their native culture, their religion and their desires. Women embroider clothes for their personal use, and the people linked with the pastoral profession prepare embroidered animal decorations, decorative covers for horns and foreheads and the Rabaris of Kutch in Gujarat do some of the finest embroidery. Embroidered pieces are made during the festivals and marriages, which are applique work called 'Dharaniya'. One of the significant styles of Saurashtra is 'Heer' embroidery, which has bold geometric designs, woven on silks. The Mutwa women of the Banni area of Kutch have a fascinating embroidery where they make fine embroidery works with designed motifs and mirrors in the size of pinheads, the Graciajats use geometric designs on the yoke of long dresses. Moreover, the finest of quilts with applique work are also made in Kutch.

Garments embellishment with bead work is another area where it is in demand in the international market. Beads are used to prepare garlands and other accessory items like belts and bags and these patterns now available for haute couture evening wear too.

According to a survey, in recent times Indian women have given up their traditional sari for western wears like t-shirts and shorts, as they feel more comfortable in skirts

and trousers instead of saris and salwar kameez. It's been noted that women spend just \$165 million on trousers and skirts against 1.74 billion dollars spent by men on trousers. With more women coming out to work, the (combined) branded trouser and skirts market has been increasing at a whopping 27 per cent in sales terms. Women feel that Western clothing is more suitable, particularly when working or using public transportation. Many corporate offices are also in favor of their employees wearing Western wear.

In India, Western inspiration is increasing due to the influence of TV and films. Besides, shopping malls selling branded clothes have also mushroomed in India and are fascinating the youngsters. Recently, designer wear is being promoted through store chains such as Shopper's Stop, Pantaloons, Westside, etc. Companies such as Raymond and TCNS have also set up their exclusive stores for designer wear such as Be: and W.

The market of India fashion industry

Recently, a report stated that the Indian fashion industry can increase from its net worth of Rs 200 crore to Rs 1,000 crore in the next five to ten years. Currently, the worldwide designer wear market is amounted at \$35 billion, with a 9 per cent growth rate, with the Indian fashion industry creating hardly 0.1 per cent of the international industry's net worth.

According to approximations, the total apparel market in India is calculated to be about Rs 20,000 crore. The branded apparel market's size is nearly one fourth of this or Rs 5,000 crore. Designer wear, in turn, covers nearly about 0.2 per cent of the branded apparel market.

At present, the largest sales turnover within the designer wear segment is about Rs 25 crore, with other well-known names having less turnovers of Rs 10-15 crore. In view of the prospects of the Indian fashion industry for growth, the figures are not very hopeful.

The figure of fashion industry

- The organized market for designer apparel is about Rs 250 crore
- Designer wear calculates to less than 1 per cent of the apparel market
- The global market for designer wear is 5 per cent of total apparel market
- The global market for designer wear industry is largely dependent on the small-scale sector
- Consumers for designer wear have a yearly household income of Rs 10 lakh-plus. There are 3 lakh such households developing at 40-45 per cent
- Designer wear industry is projected to increase to Rs 1,000 crore by 2015.
- More than 81 per cent of the population below 45 years of the age is fashion conscious.

Many fashion designers and management experts foresee an average growth of about 10-12 per cent for the Indian fashion industry in the coming years. Though, the growth rate could be more than 15 per cent, if infrastructural and other logistical bottlenecks and drawbacks are overcome.

India needs more effort to overcome

However, despite the benefits available in India there are also some disadvantages. India is not a remarkable player in the global market with reference to brands because of its inability to add value to products. This is observed by the fact that nearly 50 per cent of its exports are apparel and made-ups where value addition is essential. Likewise, 75 per cent of domestic apparel market is commoditized and unbranded and very few Indian brands do survive in the foreign markets. Evidently, the Indian market has not made a strong stand and hence it is difficult to make Indian brands that can compete with global brands in India.

Another reason for the fashion industry's inadequate growth is the limited experience of the designers and the platform they are offered. The insignificance stalks from the reality that most of the young talent is hired by the bigger names to work in their studios, thus imprinting their work with the label of the big designers.

Though performing individual presentation is not an alternative choice for most of the young talent, because of the limitation of finance, a beginner designer's name fails to come to the forefront. Another thing, with regards to the ramp, is what the designers offer is barely appropriate to be worn ordinarily. You'll see there's dissimilarity between what is there on the ramp and what the Page Three crowd wears. Some believe at present the fashion is in, but the tendency hasn't changed much as it is the old ones coming back. We have had short kurtas, long kurtas, flowing skirts, etc. coming back into fashion with only a new variety of designs.

Many management consultants and professionals believe that the Indian fashion industry will be boosted if the new comers are paid proper attention. What they require is more support so that their work gets due recognition. According to the consultants and professionals there should be a panel of people who choose designers for showcasing according to their work and not their name or who they've worked for earlier, and hence selection would be purely based on quality. Besides this, the panel of judges should comprise of people from the fashion schools rather than designers.

It has been observed that the media-hype around the big designers and blatant commercialism has hindered business in the Indian fashion industry. No clear cut picture is provided about the feasibility of the products. Basically it is only the famous

names that are being talked of. What they offer is not quite daily-wear. The entire focal point of the industry is on commercialism. The discussion is only regarding how much is sold and for what price and nothing about the designs or styles.

Efforts to develop global fashion brands

It needs innovative designers, a seamless supply chain, control over retail and distribution and concentration of quality while dealing with some image. While a few have accomplished something in the west covering Tommy Hilfiger, Gucci, Zara, Armani, Versace, Ralph Lauren, etc, India has not been capable to track on. A serious reason for India not being successful has been its isolation in the fashion system. Each stakeholder including designers, exporters, textile players and retail chains need to come together along with the government to make sure that the position of Indian fashion is strong in the coming years.

There are various agencies and industry associations that can support in brand- building practice. Many of these agencies require attractive resources and making a global image of Indian fashion rather than independently trying to promote particular brands or textile segments.

Efforts to create strong global image

Large textiles players require more and more to target on the market facing activities while developing an association with small medium enterprise (SME) clusters. Such kind of networks would be a benefit to that which can focus on demand making and branding as well as for clusters that can focus on quality production.

Efforts to create value networks

After the entry of large retail chains like Wal-Mart, Gap etc in India, Small scale manufacturers in India will find it very difficult to satisfy the demands of these international buyers if they continue to promote their products individually. Therefore, it is very important that value networks are created between large textile and apparel companies in India and small scale manufacturers, so that the marketing muscle of the leading players can be utilized for receiving large orders while the bigger players then assign the orders to the small-medium enterprises according to their past record of quality and service. For this to be put into practice, it will be vital to well- organize the information on small-medium enterprise clusters in a perfect manner so that supplier selection decisions are made according to the information in the long run, only the more efficient small-medium enterprise players survive and develop.

Efforts to concentrate on designers and designs

Designers have a fundamental role to play in the future of Indian fashion scenario. There should hence be an effective process for preparing these designers. This can be done by sponsoring exchange programs with international schools, increasing participations in the fashion capitals of the world, motivating and offering business incubation to new designers and rewarding efforts through proper design awards. Even in India, well-known designers are incapable to tap finances from well- organized resources, since a vital part of their assets are brands and design talent which are not measured in terms of money and hence it becomes difficult to judge the value. This has severely inhibited their development and capability to raise retail existence across the country and abroad. Likewise, there is no systematic approach of existence in the fashion capitals of the world like Paris, Milan and New York. Due to this, designers have to depend on their personal contacts and relationships for organizing fashion shows and making retail alliances. The French government as well as the British government helps designers of their particular countries appreciably in these areas as they understand that value creation through design is the only way to carry on in the competitive landscape of the global fashion industry. The Indian government and related agencies should also accept this aspect of textile, apparel and fashion industry sincerely if they need to see India on the global fashion map.

Work in collaboration: designers-corporate efforts

Designers and many organizations can work globally through various models and with many working relationships. The Indian fashion industry has many views but only one such model, wherein a designer creates a retail venture with his/her own brand through organized retail chains. There are many other models according to brand ownership and division of operational activities.

Globally, many models of collaboration between designers and corporates are available. For example Ralph Lauren has made an agreement with Jones Apparel for producing and retailing various Polo brands. Likewise, Armani had an agreement with Zegna for production, even while it was competing with them in the marketplace. There are many cases of designer brands being co-owned by the designers and corporates, Gucci-Alexander McQueen and Gucci-Stella McCartney being some of them.

In the end, many designer businesses have been obtained by corporates where designers play a major role in the design elements of the business, but the brand and the organization is owned completely by the corporate.

The current possession of Calvin Klein by Philips Van Heusen and earlier holdings of Hugo Boss and Valentino by Marzotto are some related examples in this segment. These examples strongly point out that not only designers find such relationships important for development, but also corporates find these attractive for rising their profitability and growth. Likewise deals in India could go a long way in developing the brand values of corporates and designers.

Unit 2: Marketing Trends

MARKETING STRATEGY-Meaning and definition of 4Ps of marketing

The four Ps of marketing are the key factors that are involved in the marketing of a good or service. They are the product, price, place, and promotion of a good or service. Often referred to as the [marketing mix](#), the four Ps are constrained by internal and external factors in the overall business environment, and they interact significantly with one another.

The 4 Ps are used by companies to identify some key factors for their business, including what consumers want from them, how their product or service meets or fails to meet those needs, how their product or service is perceived in the world, how they stand out from their competitors, and how they interact with their customers.

- The four Ps are the four essential factors involved in marketing a good or service to the public.
- These are the four Ps: the product (the good or service); the price (what the consumer pays); the place (the location where a product is marketed); and promotion (the advertising).
- The concept of the four Ps has been around since the 1950s; as the marketing industry has evolved, the concepts of people, process, and physical evidence have become important components of marketing a product, too.

The theory behind the 4 Ps of marketing is that covering all 4 Ps will result in higher sales. But, sadly, nothing is quite that easy.



How the Four Ps Work

Product - The first of the Four Ps of marketing is product. A product can be either a tangible good or an intangible service that fulfills a need or want of consumers. Whether you sell custom pallets and wood products or provide luxury accommodations, it's imperative that you have a clear grasp of exactly what your product is and what makes it unique before you can successfully market it.

Product refers to a good or service that a company offers to customers. Ideally, a product should fulfill an existing consumer demand. Or a product may be so compelling that consumers believe they need to have it and it creates a new demand. To be successful, [marketers](#) need to understand the life cycle of a product, and business executives need to have a plan for dealing with products at every stage of their life cycle. The type of product also partially dictates how much businesses can charge for it, where they should place it, and how they should promote it in the marketplace.

Price - Price is the cost consumers pay for a product. Marketers must link the price to the product's real and perceived value, but they also must consider supply costs, seasonal discounts, and competitors' prices. In some cases, business executives may raise the price to give the product the appearance of being a luxury. Alternatively, they may lower the price so more consumers can try the product.

Marketers also need to determine when and if discounting is appropriate. A discount can sometimes draw in more customers, but it can also give the impression that the product is less exclusive or less of a luxury compared to when it is was priced higher.

Place -When a company makes decisions regarding place, they are trying to determine where they should sell a product and how to deliver the product to the market. The goal of business executives is always to get their products in front of the consumers that are the most likely to buy them.

In some cases, this may refer to placing a product in certain stores, but it also refers to the product's placement on a specific store's display. In some cases, placement may refer to the act of including a product on television shows, in films, or on web pages in order to garner attention for the product.

Promotion- Promotion includes advertising, public relations, and promotional strategy. The goal of promoting a product is to reveal to consumers why they need it and why they should pay a certain price for it.

Marketers tend to tie promotion and placement elements together so they can reach their core audiences. For example, In the digital age, the "place" and "promotion" factors are as much online as

they are offline. Specifically, where a product appears on a company's web page or social media, as well as which types of search functions trigger corresponding, targeted ads for the product.

2. CHANNELS OF DISTRIBUTION

The main purpose of trade is to supply goods to the consumers living in far off places. As goods and services move from producer to consumer they may have to pass through various individuals. Let us take an example. A farmer in Srinagar has an apple orchard. Once the apples are ripened he sells the apples to an agent of Delhi. The agent collects the apples from Srinagar, packs them, and sells them to a wholesaler at New Delhi's *ab zimandi*. The wholesaler then distributes them to various retail fruit vendors throughout Delhi by selling smaller quantities. Finally, we purchase apples from those vendors as per our requirement. Thus, we find that while coming from the producer at Srinagar, the product reaches the consumers by passing through several hands like an agent, a wholesaler and a retailer. All these three are called middlemen. These middlemen are connecting links between producers of goods, on one side and consumers, on the other. They perform several functions such as buying, selling, storage, etc. These middlemen constitute the channels of distribution of goods. Thus, a channel of distribution is the route or path along which goods move from producer to ultimate consumers.

The route taken by goods as they move from producer to consumer is known as Channel of Distribution.

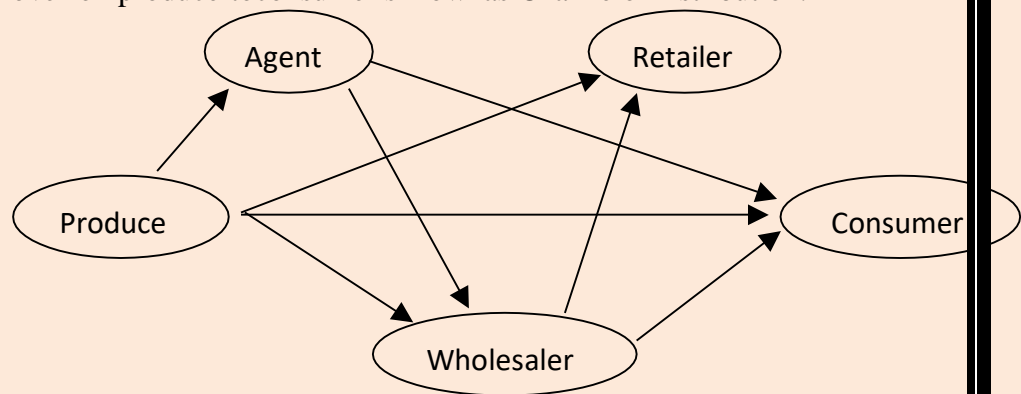


Fig. 20.1 Channels of Distribution

Normally goods and services pass through several hands before they come to the hands of the consumer for use. But in some cases producers sell goods and services directly to the consumers without involving any middlemen in between them, which can be called as direct channel. So there are two types of channels, one direct channel and the other, indirect channel.

From the above diagram it can be found that there is just one direct channel i.e. from producer to the consumer. There are many indirect channels like:

(i) Producer ~~Agent~~ ~~Wholesaler~~ ~~Retailer~~ Consumer, ~~_____~~

(ii) Producer ~~Wholesaler~~ ~~Retailer~~ Consumer

(iii) Producer ~~Agent~~ Consumer

(iv) Producer ~~Wholesaler~~ Consumer and

(v) Producer ~~Retailer~~ Consumer

Let us discuss about some of the common channels

(i) Direct Channel

In this channel, producers sell their goods and services directly to the consumers. There is no middleman present between the producers and consumers. The producers may sell directly to

consumers

through door-to-

door salesmen and through their own retail stores. For example,

Bata India Ltd, HPCL, Liberty Shoes Limited has their own retail shop to sell their products to

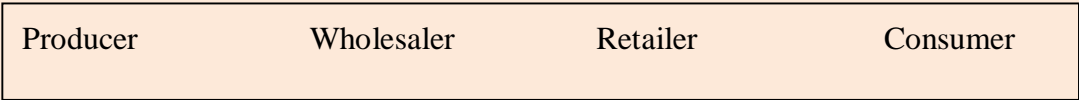
consumers. For certain service organizations consumers avail the service directly. Banks,

consultancy firms, telephone companies, passenger and freight transport services, etc. are examples of direct channel of distribution of service.

(ii) Indirect Channel

If the producer is producing goods on a large scale, it may not be possible for him to

o sell goods directly to consumers. As such, he sells goods through middlemen. These middlemen may be wholesalers or retailers. A wholesaler is a person who buys goods in large quantities from producers; whereas a retailer is one who buys goods from wholesalers and producers and sells to ultimate consumers as per their requirement. The involvement of various middlemen in the process of distribution constitutes the indirect channel of distribution. Let us look into some of the important indirect channels of distribution.



This is the common channel for the distribution of goods to ultimate consumers. Selling goods through wholesaler may be suitable in case of food grains, spices, utensils, etc. and mostly of items, which are smaller in size.



Under this channel, the producers sell to one or more retailers who in turn sell to the ultimate consumers. This channel is used under the following conditions—

- (i) When the goods cater to a local market, for example, breads, biscuits, patties, etc.
- (ii) When the retailers are big and buy in bulk but sell in smaller units, directly to the consumers. Departmental stores and super bazars are examples of this channel.

Wholesalers and Retailers

Wholesalers and retailers are important middlemen who generally facilitate flow of goods from the producers to the consumers. Let us study in details about them.

Wholesalers

Wholesalers are one of the important middlemen in the channel of distribution who deal with the goods in bulk quantity. They buy goods in bulk from the producers and sell them in relatively

smaller quantities to the retailers. In some cases they also sell goods directly to the consumers if the quantity to be purchased is more. They usually deal with a limited variety of items and also in a specific line of product, like iron and steel, textiles, paper, electrical appliances, etc. Let us know about the characteristics of wholesaler.

Characteristics of Wholesalers

The following are the characteristics of wholesaler:

1. Wholesalers buy goods directly from producers or manufacturers.
2. Wholesalers buy goods in large quantities and sell in relatively smaller quantities.
3. They sell different varieties of a particular line of product. For example, a wholesaler who deals with paper is expected to keep all varieties of paper, cardboard, card, etc.
4. They may employ a number of agents or workers for distribution of products.
5. Wholesalers need a large amount of capital to be invested in his business.
6. They generally provide credit facility to retailers.
7. They also provide financial assistance to the producers or manufacturers.
8. In a city or town they are normally seen to be located in one particular area of the market. For example, you can find cloth merchants in one area, book publishers and sellers in one area; furniture dealers in one area etc.

Functions of Wholesalers

You have well understood the meaning of wholesaler and listed their characteristics. Now let us know about the functions of wholesalers.

Following are the functions, which a wholesaler usually performs.

- (a) **Collection of goods:** A wholesaler collects goods from manufacturers or producers in large quantities.
- (b) **Storage of goods:** A wholesaler collects the goods and stores them safely in warehouses, till they are sold out. Perishable goods like fruits, vegetables, etc. are stored in cold storage.
- (c) **Distribution:** A wholesaler sells goods to different retailers. In this way, he also performs the function of distribution.

- (d) **Financing:** The wholesaler provides financial support to producers and manufacturers by sending money in advance to them. He also sells goods to the retailer on credit. Thus, at both ends the wholesaler acts as a financier.
- (e) **Risktaking:** The wholesaler buys finished goods from the producer and keeps them in the warehouse until they are sold. Therefore, he assumes the risk of a rise in price, spoilage or destruction of goods.

Role of Wholesaler in Distribution Channel

Marketing

Wholesalers conduct businesses investing huge capital in it. Besides, they also provide special types of facilities and services. Producers do not have to worry about sale of their products. Wholesalers have great role in distribution channel. The functions and roles of wholesalers are mentioned in short as follows:

1. Bulk buying

Wholesalers buy products in huge quantity from producers. Then the products are sold to retailers, government offices and organizations in small quantity. As the wholesalers become physically, financially and intellectually capable and knowledgeable about markets, distribution channels have proved very important. So, the wholesalers purchase products in mass/ huge quantity. As the scattered innumerable retailers buy goods from wholesalers but not directly from producers, wholesalers make bulk buying/ purchase in huge quantity of products.

2. Warehousing

Wholesalers also make effective arrangement for storing the products. Until the purchased goods are sold to retailers, they should be properly stored in warehouse. Such storage arrangement keeps the goods safe. Besides, it also stabilizes market price keeping balance in demand and supply.

3. Quick delivery

organizations, retailers etc. But, if all the buyers demand for goods/products from producers, they cannot deliver goods to all at the same time. As wholesalers become efficient in distribution, sufficient stock of goods remains with them. On the one side, there remains sufficient stock of goods and on the other means of transport remain ready at any time when needed. So, they can fulfill the demands or order of buyers immediately.

4. Financing

Wholesalers are capable intermediaries in terms of capital. They help producers by purchasing goods in huge quantity and paying bills immediately. Similarly, they provide goods to their regular retailers on credit. Because of credit facility, financially weak retailers can increase their business. As a result, sale quantity also considerably increases.

5. Order collection

At first the wholesalers store goods buying them in huge quantity and deliver the goods to the customers when demand or orders are received. Demands or orders should be collected for delivering the goods of different qualities and features. The task of collecting and scanning different orders and demands made by different retailers of different places, areas or regions is done by wholesalers. Hence, records of demands and deliveries also become ready.

6. Risk bearing

Wholesalers purchase huge quantity of goods from producers at a time. They also take ownership of the goods so purchased. If prices, fashion, demands and wants of customers for such goods change, all the goods may not be sold out. In such situation, the wholesalers have to bear the risks. Similarly, there also remain possibilities of damage, fire caught, robbery, stealing etc. of the stored goods. The wholesalers have to bear such risks. So, the wholesalers should also try to minimize such risks.

7. Promotion

Wholesalers remain in contact with government bodies, organizations and many other retailers. So, they believe the wholesalers. They purchase different goods from them believing in the wholesalers. Besides this, the wholesalers are also involved in advertisement with the producers and retailers. They give suggestions to retailers about exhibitions and decorations. If needed, they also know wants, interests, needs and desires of the consumers.

8. Expert advisor

Wholesalers become experienced, qualified and effective in wholesale job. Such sellers sell products through direct contact with government organizations, institution and retailers. So,

they provide information about the consumer's wants and interests to the producer. Thus, the wholesalers give valuable information as expert advisor.

9. Market information

As wholesalers are the important parts of producers, they keep various information and records. Besides, the wholesalers remain in close contact with retailers and markets. So, they provide information about the need of production/ product customers, competitors' activities, price of products, new products and environmental changes etc. They also provide retailers the important information and notices received from producers.

10. Efficiency in distribution

Wholesalers become experienced in distribution. So, such sellers can perform wholesale and distribution more efficiently than the producers. They quickly deliver goods to the customers of target markets. This also cuts down the distribution cost. The wholesalers bring effectiveness in distribution; make available the right goods, at right place, at right time at lower cost.

Retailers

Retailers are the traders who buy goods from wholesalers or sometimes directly from producers and sell them to the consumers. They usually operate through a retail shop and sell goods in small quantities. They keep a variety of items of daily use. Characteristics of Retailers

The following are the characteristics of retailers:

- Retailers have a direct contact with consumers. They know the requirements of the consumers and keep goods accordingly in their shops.
- Retailers sell goods not for resale, but for ultimate use by consumers. For example, you buy fruits, clothes, pen, pencil etc. for your use, not for sale.
- Retailers buy and sell goods in small quantities. So customers can fulfil their requirement without storing much for the future.
- Retailers require less capital to start and run the business as compared to wholesalers.
- Retailers generally deal with different varieties of products and they give a wide choice to the consumer to buy the goods.

Functions of Retailers

All retailers deal with the customers of varying tastes and temperaments. Therefore, they should be active and efficient in order to satisfy their customers and also to induce them to buy more. Let us see what the retailers do in distribution of goods.

- **Buying and Assembling of goods:** Retailers buy and assemble varieties of goods from different wholesalers and manufacturers. They keep goods of those brands and variety which are liked by the customers and the quantity in which these are in demand.
- **Storage of goods:** To ensure ready supply of goods to the customer, retailers keep their goods in stores. Goods can be taken out of these stores and sold to the customers as and when required. This saves consumers from the botheration of buying goods in bulk and storing them.
- **Credit facility:** Although retailers mostly sell goods for cash, they also supply goods on credit to their regular customers. Credit facility is also provided to those customers who buy goods in large quantity.
- **Personal services:** Retailers render personal services to the customers by providing expert advice regarding quality, features and usefulness of the items. They give suggestions considering the likes and dislikes of the customers. They also provide free home delivery service to customers. Thus, they create place utility by making the goods available when they are demanded.
- **Risk bearing:** The retailer has to bear many risks, such as risk of
 - a) fire or theft of goods
 - b) deterioration in the quality of goods as long as they are not sold out.
 - c) change in fashion and taste of consumers.

Display of goods: Retailers are the traders who buy goods from wholesalers or sometimes directly from producers and sell them to the consumers. They usually operate through a retail shop and sell goods in small quantities. They keep a variety of items of daily use.

- (i) **Supply of information:** Retailers provide all information about the behaviour, tastes, fashions and demands of the customers to the producers through wholesalers. They become a very useful source of information for marketing research.

Distinction between Wholesaler and Retailer

You have studied about wholesaler and retailer. You might have noticed that both of them differ in their style and function. Let us find out these differences.

Wholesaler	Retailer
(i) Buys goods in large quantities.	(i) Buys goods in small quantities.
(ii) Buys goods directly from producers.	(ii) Generally buys goods from the wholesalers.
(iii) Deals with limited variety of goods.	(iii) Deals with wider range of products.
(iv) Requires more capital to start (iv) Requires less capital to start and run the business.	and run the business.
(v) Sell goods for resale purpose.	(v) Sell goods for consumption.
(vi) No direct contact with consumers.	(vi) Direct contact with consumer.
(vii) No special attention is given to attract the attention of decoration of shop. customers retailers give more attention to	(vii) In order to decoration of shop.

ROLE OF VENDOR

A vendor is a business or individual that sells a product to another business or individual. Vendor responsibilities grow out of fundamental ethical considerations, such as an obligation to keep your word and provide what you say you're providing an order to succeed and achieve operational efficiency, businesses rely heavily on vendors. These vendors play a crucial role in the success of the company. Some of the major benefits provided by vendors include:

Cost. A vendor serving multiple companies can offer each company a lower cost than what each of the companies would incur for the same service provided internally. Furthermore, the vendor is incentivized to automate and lower costs even more, as time goes on.

Best Practices. The contribution of each of the client companies will make the vendor's

offering more in line with industry best practices and everyone benefits from contributing to enhance/refine the vendor's offering.

Staying Ahead. In order to stave competition and provide the best service, the vendor has to be proactive and liaise with regulatory bodies. The vendor has to build functionality into the system ahead of the rules being published and enforced. In today's world, an internal department for the most part is reactive.

Honesty The responsibility of a vendor to be honest with her customers extends from her claims about her product's effectiveness to her billing practices. Vendors should never make false claims about the materials in products or about their own qualifications for providing these products. In addition, vendors should refrain from overcharging customers and should provide exactly the products and services that the customer has ordered, unless they specify that these items are no longer available and offer comparable alternatives.

Safety Vendors have a responsibility to create products that, if used properly, will not harm customers. Equipment manufacturers are responsible for testing equipment to ensure that it holds up under typical working conditions and even when roughly used. Vendors of food products have a responsibility to handle their products at safe temperatures and away from contaminants in order to minimize the risk of food borne illness.

Online Shopping

Advantages of Online Shopping

Online stores do not have space constraints and a wide variety of products can be displayed on websites. It helps the analytical buyers to purchase a product after a good search.

1. Convenience of online shopping

Customers can purchase items from the comfort of their own homes or work place. Shopping is made easier and convenient for the customer through internet. It is also easy to cancel the transactions.

The following table depicts the factors which motivate the online shoppers to buy products online.

1. Saves time and efforts.
2. Convenience of Shopping at home.
3. Wide variety / range of products are available.
4. Good discounts / lower prices.
5. Get detailed information of the product.

6. We can compare various models / brands.

2. No pressure shopping

Generally, in physical stores, the sales representatives try to influence the buyers to buy the product. There can be some kind of pressure, whereas the customers are not pressurized in any way in online stores.

3. Online shopping saves time

Customers do not have to stand in queues in cash counters to pay for the products that have been purchased by them. They can shop from their home or work place and do not have to spend time traveling. The customers can also look for the products that are required by them by entering the key words or using search engines.

4. Comparisons

Companies display the whole range of products offered by them to attract customers with different tastes and needs. This enables the buyers to choose from a variety of models after comparing the finish, features and price of the products on display. Sometimes, price comparisons are also available online.

5. Availability of online shop

The mall is open on 365 x 24 x 7. So, time does not act as a barrier, wherever the vendor and buyers are.

6. Online tracking

Online consumers can track the order status and delivery status tracking of shipping is also available.

7. Online shopping saves money

To attract customers to shop online, e-tailers and marketers offer discounts to the customers. Due to elimination of maintenance, real-estate cost, the retailers are able to sell the products with attractive discounts through online. Sometimes, large online shopping sites offer store comparison.

major disadvantages of online shopping are as follows.

1. Delay in delivery

Long duration and lack of proper inventory management result in delays in shipment. Though the duration of selecting, buying and paying for an online product may not take more than 15

frustrates the customer and prevents them from shopping online.

2. Lack of significant discounts in online shops

Physical stores offer discounts to customers and attract them so this makes it difficult for e-tailers to compete with the offline platforms.

3. Lack of touch and feel of merchandise in online shopping

Lack of touch-feel-try creates concerns over the quality of the product on offer. Online shopping is not quite suitable for clothes as the customers cannot try them on.

4. Lack of interactivity in online shopping

Physical stores allow price negotiations between buyers and the seller. The show room sales attendant representatives provide personal attention to customers and help them in purchasing goods. Certain online shopping mart offers service to talk to a sales representative,

5. Lack of shopping experience

The traditional shopping exercise provides lot of fun in the form of show-room atmosphere, smart sales attendants, scent and sounds that cannot be experienced through a website. Indians generally enjoy shopping. Consumers look forward to it as an opportunity to go out and shop.

6. Lack of close examination in online shopping

A customer has to buy a product without seeing actually how it looks like. Customers may click and buy some product that is not really required by them. The electronic images of a product are sometimes misleading. The colour, appearance in real may not match with the electronic images.

People like to visit physical stores and prefer to have close examination of good, though it consumes time. The electronic images vary from physical appearance when people buy goods based on electronic images.

7. Frauds in online shopping

Sometimes, there is disappearance of shopping site itself. In addition to above, the online payments are not much secured. So, it is essential for e-marketers and retailers to pay attention to this issue to boost the growth of e-commerce. The rate of cyber crimes has been increasing and customers' credit card details and bank details have been misused which raise privacy issues.

Customers have to be careful in revealing their personal information. Some of the e-tailers

The disadvantages of online shopping will not hinder its growth, Online shopping helped businesses to recover from the recession.

Merchants should pay attention to the stumbling blocks and ensure secure payment system to make online shopping effective, The following advice may be followed by the E-merchants and by the online shoppers.

3. PRODUCT – Factors Influencing Product Selection

products provide the business with the most important and visible contact with buyers i.e. consumers. Products to the consumers represent psychological symbols of personal attributes, goal and social patterns.

Product policy of a firm also deals with proper branding, right packaging, appropriate colour and other product features. The total produce should be such that it really satisfies the needs of the target market. In short, product-mix requires decisions with regard to (a) size and weight of the product, (b) quality of the product, (c) design of the product. (d) volume of output, (e) brand name, (f) packaging, (g) product range, (h) product testing, (j) warranties and after sale services, etc.

A product is anything that can be offered to a market for acquisition, use or consumption.

Factors to Consider in Product Selection

In selecting a product for your business venture, the following factors must be taken into consideration:

PRODUCT SELECTION CRITERIA TO BE CONSIDERED

Here are some **key factors associated with product selection**:

Financing: The size of the amount needed is one of the biggest factors that influence product selection. For proper development, production, promotion, sales as well as distribution, an adequate financing and resource is an essential requirement in product selection process.

The Disparity in The Supply Chain: It is the size of the demand in an unfulfilled market that will determine the selection of a particular product. Business opportunities arise as a result of the magnitude of the demand in a particular niche. It is, therefore, the niche product which has a high chance of success as reflected in its

market that will be selected. The existence of a noticeable demand for the selection of a product is paramount.

Accessibility and Availability of Raw Materials: Since different products require the use of various raw materials, the source, quantity as well as quality of the materials are some of the major influencing factors that affect the process of product selection. Are the raw materials easily obtainable within a few hours or days? How much is the magnitude of the materials and is the source of the raw materials impeccable? Can you readily access the location where the raw materials are situated? Answers to these and many other questions must be amply provided and be satisfactory.

Nature of The Product: The nature of the product is also one of the important factors to be taken into consideration. The physical characteristics of a commercialized product will determine its means of distribution. The type of distribution channel for perishables will not be the same for imperishable products. Perishable products have to utilize a shorter channel to reach customers in the shortest time possible to maintain its quality.

Marketability and Profitability: The product that has the highest potential for profit is most often, the product that is selected. On the other hand, if a product can be sold as an accompaniment to an existing product and is marketable, then it is a wise option to consider.

Technical Issues: Another factor that affects product selection is the technical process of production. It is important to take cognizance of the technical effect of creating the product and its implications on the production line already in existence as well as the accessible technology required. The manual workers that will be on hand to see to the smooth production of the product are key factors associated with product selection.

It is the selection of a particular product that determines whether the available types of machinery will suffice or if there will be a need to procure new or refurbished machinery to handle the manufacturing process. How satisfactory and acceptable the product will be for the consumer and its technical acceptability will go a long way in meeting the [requirements in the product selection process](#).

Qualified Employees: How many of your employees or workers are professionally qualified to handle the production process as well as the promotion of the product when it is ready to hit the market? The availability of skilled human resources will go a long way in determining the profitability of the product as the costs of creating the product will be kept to a minimum. There will be a drastic reduction in some wastage since professionals are the ones handling the production process.

Policies of The Government: There is so much one can do regarding this factor, as it is one factor that is totally uncontrollable. The focal point of public policy can inadvertently influence or affect the selection of the product you want to produce.

Company Objectives: One more **factor that affects product selection processes** is the realization of the organization's short as well as long-range goals and objectives. Is the creation of the product going to contribute to the accomplishment of the company's

objectives? If not, then the product may have to be revised.

4. PLACE- Factors affecting place selection

- **Avoid Competition** – If you are an entrepreneur or just starting out on your business venture, avoid setting up shop next to a competitor of yours. Your competition might already have a loyal customer base and this could affect your sales. Think out-of-the-box and select a locale that has enough space for your offerings.
- **Visibility** – As said earlier, it's always better to have an office on the main road instead of behind a building on a deserted street of the neighborhood. You may have to pay more for the location but in the long run, the visibility of your business increases and more and more people will find out about your services and products.
- **High Footfall** – Find out the density of traffic in the area you want to set up your business in. If people rarely visit the place for their purchasing requirements, then even a good business plan wouldn't be sufficient to ensure growth.
- **Accessibility** – Ensure that your business place is easily accessible to potential customers to walk-in and enquire about your offerings. If the accessibility is difficult, nobody would make the extra effort to reach you when there's a similar business that's easily reachable.

5. PRICE – Factors Affecting Price Determination

The influencing factors for a price decision can be divided into two groups:

(A) Internal Factors and

(B) External Factors.



Fig. 14.1

(A) Internal Factors:**1. Organisational Factors:**

Pricing decisions occur on two levels in the organisation. Over-all price strategy is dealt with by top executives. They determine the basic ranges that the product falls into in terms of market segments. The actual mechanics of pricing are dealt with at lower levels in the firm and focus on individual product strategies. Usually, some combination of production and marketing specialists are involved in choosing the price.

2. Marketing Mix:

Marketing experts view price as only one of the many important elements of the marketing mix. A shift in any one of the elements has an immediate effect on the other three—Production, Promotion and Distribution. In some industries, a firm may use price reduction as a marketing technique.

Other firms may raise prices as a deliberate strategy to build a high-prestige product line. In either case, the effort will not succeed unless the price change is combined with a total marketing strategy that supports it. A firm that raises its prices may add a more impressive looking package and may begin a new advertising campaign.

3. Product Differentiation:

The price of the product also depends upon the characteristics of the product. In order to attract the customers, different characteristics are added to the product, such as quality, size, colour, attractive package, alternative uses etc. Generally, customers pay more prices for the product which is of the new style, fashion, better package etc.

4. Cost of the Product:

Cost and price of a product are closely related. The most important factor is the cost of production. In deciding to market a product, a firm may try to decide what prices are realistic, considering current demand and competition in the market. The product ultimately goes to the public and their capacity to pay will fix the cost, otherwise product would be flapped in the market.

5. Objectives of the Firm:

A firm may have various objectives and pricing contributes its share in achieving such goals. Firms may pursue a variety of value-oriented objectives, such as maximizing sales revenue, maximizing market share, maximizing customer volume, minimizing customer

volume, maintaining an image, maintaining stable price etc. Pricing policy should be established only after proper considerations of the objectives of the firm.

(B) External Factors:

1. Demand:

The market demand for a product or service obviously has a big impact on pricing. Since demand is affected by factors like, number and size of competitors, the prospective buyers, their capacity and willingness to pay, their preference etc. are taken into account while fixing the price.

A firm can determine the expected price in a few test-markets by trying different prices in different markets and comparing the results with a controlled market in which price is not altered. If the demand of the product is inelastic, high prices may be fixed. On the other hand, if demand is elastic, the firm should not fix high prices, rather it should fix lower prices than that of the competitors.

2. Competition:

Competitive conditions affect the pricing decisions. Competition is a crucial factor in price determination. A firm can fix the price equal to or lower than that of the competitors, provided the quality of product, in no case, be lower than that of the competitors.

3. Suppliers:

Suppliers of raw materials and other goods can have a significant effect on the price of a product. If the price of cotton goes up, the increase is passed on by suppliers to manufacturers. Manufacturers, in turn, pass it on to consumers.

Sometimes, however, when a manufacturer appears to be making large profits on a particular product, suppliers will attempt to make profits by charging more for their supplies. In other words, the price of a finished product is intimately linked up with the price of the raw materials. Scarcity or abundance of the raw materials also determines pricing.

4. Economic Conditions:

The inflationary or deflationary tendency affects pricing. In recession period, the prices are reduced to a sizeable extent to maintain the level of turnover. On the otherhand, the prices are increased in boom period to cover the increasing cost of production and distribution. To meet the changes in demand, price etc.

Several pricing decisions are available:

- (a) Prices can be boosted to protect profits against rising cost,
- (b) Price protection systems can be developed to link the price on delivery to current costs,
- (c) Emphasis can be shifted from sales volume to profit margin and cost reduction etc.

5. Buyers:

The various consumers and businesses that buy a company's products or services may have an influence in the pricing decision. Their nature and behaviour for the purchase of a particular product, brand or service etc. affect pricing when their number is large.

6. Government:

Price discretion is also affected by the price-control by the government through enactment of legislation, when it is thought proper to arrest the inflationary trend in prices of certain products. The prices cannot be fixed higher, as government keeps a close watch on pricing in the private sector. The marketers obviously can exercise substantial control over the internal factors, while they have little, if any, control over the external ones.

6. PROMOTION

FASHION SHOWS. In the world of fashion and modeling, fashion shows are of extraordinary importance. Their popularity has risen rapidly, becoming one of the leading events in the world of fashion. Many fashion designers consider fashion shows as the most valuable part of their careers.

It is a great place and extraordinary opportunity for such issues. Another reason just as interesting and attractive is the variety of locations.

Fashion shows are organized everywhere in the major cities of the world, enabling a chance to see different world cultures.

But what's even more important to fashion designers for these shows is that they can promote their design and craftsmanship.

In this way, Fashion shows can attract as many customers or business partners as possible and establish cooperative relationships.

EXHIBITION - An **exhibition**, in the most general sense, is an organized presentation and display of a selection of items. Exhibitions are not just collections of interesting objects

brought together at a certain place and time. They are human activities, human enterprises, undertaken for definite reasons and in order to achieve certain specified results. They are a form of human exchange, whereby the promoters and exhibitors on the one hand communicate with the visitors on the other. Their results can only be told in terms of further human thought and activity.

In practice, exhibitions usually occur within a cultural or educational setting such as a [museum](#), [art gallery](#), [park](#), [library](#), [exhibition hall](#), or [World's fairs](#).

Exhibitions can include many things such as art in both major museums and smaller galleries, interpretive exhibitions, natural history museums and history museums, and also varieties such as more commercially focused exhibitions and [trade fairs](#).

In [British English](#) the word "exhibition" is used for a collection of items placed on display and the event as a whole, which in [American English](#) is usually an "exhibit".

In common usage, "exhibitions" are considered temporary and usually scheduled to open and close on specific dates.

Exhibitions featuring especially fragile or valuable objects, or live animals—may be shown only during a formal [presentation](#), under the close supervision of attendant or educator.

Exhibitions range from an extraordinarily large event such as a [World's fair](#) exposition to small one-artist [solo shows](#) or a display of just one item. Often a team of specialists is required to assemble and execute an exhibition; these specialists vary depending on the type of said exhibit.

are open to a large and sometimes diverse range of audiences (usually the general public). This provides you with a platform to promote your product or service to a broader group that may have little or no knowledge of your products and services.

Depending on your type of business, product and market testing can be carried out at trade shows and exhibitions to gain industry or general opinion about your offering.

Being involved in a trade show or exhibition can provide you with opportunities to branch out to business-to-business trading and create a customer database from the visitors to your display booth.

exhibitions differed from fairs in the very way in which business was conducted. Goods were bought and sold at fairs. At exhibitions, commercial activity or selling of the displayed

goods, was not usually involved. However, interest in displaying the goods was the hope of

stimulating future sales. Today this is how most exhibitions still operate

ADVERTISING AND PROMOTION - Advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor

Inform customers of a product or service

Convince them of its ability to satisfy their wants or needs Help

develop and sustain relationships

FASHION FAIRS—Trade fairs, conferences, business events, economic forums and exhibitions can be defined in a unified manner as sophisticated platform for conducting business on a national and international scale.

It is more than just a marketing tool as the entire marketplace is at your fingertips.

They provide an excellent opportunity to assess opinions among other benefits, these fairs provide the business houses and individuals a face to face meeting point, which is seen as a perfect cost effective means for achieving trade objectives.

Trade shows are generally targeted at an industry and people involved or interested in that industry. Exhibiting at a trade show can be a great way to [advertise](#) to a target market and [create brand awareness](#).

DISCOUNT SALES - Any sales promotion activity that you do keeping the end consumer in mind is known as **consumer sales promotions**. Example – if an E-commerce website gives 10% discount on its products, then it wants the consumers to make the best of this deal. This is a consumer focused promotional activity and hence can be called as consumer discount sales promotions.

Setting discounts on your pricing is a strategy that can drive more sales volume to your business, bring in new customers, and give you more advantages .

Make Your Customers Feel Positive About Your Business - One advantage is that discounts make your customers feel good. [Research shows](#) that when people receive a coupon or savings offer, they become happier and more relaxed. It could be beneficial in the long run if these positive feelings can be associated with your brand.

Help Customers Choose Your Products Over Competitors - Discounts also make it less likely for people to compare your products with other brands. This can help new customers

choose your products over your competitors, giving you a foot in the door.

SOCIAL MEDIA - Promoting your business on social media is one of the most professional ways to take advantage of the opportunities made available by the Internet. It allows you to reach a broad target audience, increase traffic and conversions, and raise your company's profile, among many other benefits. Let's take a look at how to choose a social media platform to start promoting your business.

Why Is Social Media Important for Promoting Your Business?

When comparing SMM - social media marketing - with traditional, offline publicity, the following advantages become clear:

- An affordable price for capturing new clients with advertising: you can configure your social media marketing to reach valuable target audiences;
- Targeted access to a broad audience. 3.2 billion people around the world use social media;
- quick feedback from customers and the ability to respond immediately;
- increased brand loyalty among customers. Good social media marketing isn't about aggressive advertising, but rather about communicating and creating useful content. This ranges from entertainment to contests, special offers, and informal communications.

The Main Steps for Promoting Your Business on Social Media

How do you promote your business on social media? First, there are a few steps you need to take in order to prepare

1. Set a goal. You need to understand why you're creating a company account and what results you expect from your promotions. These goals need to be specific: exact time frames, the profit you expect to earn, and the total sum you're investing.
2. Choose a platform for your promotion. The best social media platform for your company depends on the company, your product, your positioning, and your target audience. To choose your platform, start by conducting a preliminary market analysis, studying your target audiences' needs, and looking at what kind of social networks your competitors are using.
3. Create and publish your page. Nearly every social media platform offers the option of creating a separate business account (Facebook, Instagram, Pinterest). Your profile includes a series of tools you can use to engage your audience, develop content, obtain analytics, and

promote your business. Your main task is to create visual branding elements for your account (including a profile picture, a header, and a page description).

4. Fill your page with content. A company profile isn't a private page. The frequency of your posts, maintaining a uniform style (graphics and text), and alternating advertising materials with informative or entertaining articles are all important factors for your company page. Prioritize the quality of your materials: avoid making mistakes and avoid topics that could offend certain groups of people. You should also pay attention to the frequency with which you post (especially during periods of greatest activity among your target audience). That's why you should fill your page using a content publishing schedule that you plan in advance.

5. Building an audience. This is a comprehensive job: it requires you to prepare and publish posts continuously, to reply to comments, respond to reviews and criticism, configure your advertisements, track and analyze metrics, adapt your strategy, and so on.

How to Choose the Right Social Network to Promote Your Business

Let's take a look at the features and distinguishing characteristics of the world's most popular social networks in terms of promoting brands.

FACEBOOK

Promoting your business on Facebook has many advantages: first, there's a target audience for nearly every sector, and second, its audiences are generally reliable adults.

TWITTER

Twitter is known for its short messages. The most interesting of these are quickly spread by users' retweets. Think of marketing on Twitter as an opportunity to inform the public quickly, and to draw users to your website (increasing traffic). This social media platform offers advertising tools to brands.

INSTAGRAM

This progressive platform is growing fast. Its main characteristic is that content is posted in the form of images, photos, and short videos. Home to a younger audience, it allows clothing, accessory, furniture, and other brands with greater aesthetic value to convert customers quickly. Of course, you can use Instagram for business (creating and publishing high-quality content). It also provides advertising tools.

The general consensus is that Instagram can help you promote ongoing sales and grow your audience. It's recommended for companies that offer strong emotions or beautiful products to

PINTEREST

Like Instagram, this site mainly focuses on visual content. Advertising on Pinterest is advantageous for brands that offer products and services. Users often visit this social media platform to create "shopping wishlists": adding products they like to a list of planned purchases. According to statistics, 21% of users have purchased products they add to these lists.

DISPLAY - There are a number of benefits of using display advertising:

- **Visual** - you can use eye catching **imagery** or **rich media** to get your audience's attention.
- **Awareness** - you can build **brand awareness** and promote your products and services. While search advertising reaches an audience with an intention to purchase, display can create an initial interest. Display ads have a **high reach** and can be seen by large numbers of people.
- **Targeted** - there are certain targeting options that aren't available through search marketing. These include topic and interest targeting and **remarketing**. You can also reach specific demographics such as gender and age.

HOARDINGS - Hoardings are often used for advertising and marketing by companies or organisations. These [Advertising Hoardings](#) are an obvious solution for companies looking to promote a product in a place with high public footfall. It's also less intrusive than a digital display or graphic signage advertisement, making best use of the space. Historically, an advertising hoarding is very cost effective when compared to a similar sized billboard. Which, when you think about it, is what these hoardings are – temporary fencing panels optimised for outdoor advertising purposes! These temporary hoarding panels can range from simple outdoor advertising to bespoke eye-grabbing installations!

Hoardings can attract business to a company. To entice customers from the outside, hoardings can be successful at creating curiosity for a development or attraction coming soon.

Hoardings are often designed to help people recognise a place or brand. For instance, retailers will often use them to show which shop is going into a development. Property developers use them to let people know who is responsible for the site. The bigger and more bespoke the hoarding, the more prestigious the brand comes across!

Directional graphics on hoardings are often necessary for vast locations such as property developments and regenerations. These often point to sales opportunities such as marketing suites. As a result, visitors or customers are less likely to get lost and avoid situations that could reflect badly on the business

Hoarding can enhance the overall appearance of a space or its surroundings.

UNIT 3 BASICS OF MERCHANDISING

Meaning of Merchandising

- The word „Merchandise“ means goods bought and sale for profit. It originates from the French word „merchant“ which leads to merchandise.
- According to business dictionary, „merchandise“ refers to goods and commodities sold at business level.
- „Merchandising“ is the buying, presenting and selling of merchandise. This includes all related activities such as advertising, display, and promotion of merchandise involving retail customers.

The term “**Merchandiser**” defined as a ‘**Person who do buying and selling of goods for the purpose of making a profit.**’ In fashion industry there are different types of merchandising profiles which are meant to perform different types of functions all together at different stages of fashion industry. Over the years of the growth of merchandising as a discipline in the fashion industry, there have been many changes in the job profile of the merchandiser. It has charges from a simple to a much more complex job transcending almost all functions in fashion industry. This has led to a change in the skillsrequired for the job and evolution of the discipline of fashion merchandising.

The role of merchandiser is very crucial and demanding in fashion industry. The development of design, production execution and sourcing, selling the merchandise to customer and displaying the merchandise at retail shop, these are the functions of fashion merchandiser at different level of industry. The skills requirement of fashion merchandising tuning with current trends in market, forecasting of upcoming fashion trends, technical parameters like fabric and trim details, garment quality, deciding the sourcing strategy, communication and coordination along with concern people in the industry. Fashion merchandiser takes design or sketch from designer and develops it in such a way that it will be market feasible, production

feasible, and meets customer demands.

Visual merchandisers – Fashion merchandising can be defined as the planning and promotion of sales by presenting a product to the right market at the proper time, by carrying out organized, skillful advertising, using attractive displays, etc. Merchandising, within fashion retail, refers specifically to the stock planning, management, and control process. Fashion Merchandising is a job that is done world- wide. This position requires well-developed quantitative skills, and natural ability to discover trends, meaning relationships and interrelationships among standard sales and stock figures. In the fashion industry, there are two different merchandising teams: the visual merchandising team, and the fashion merchandising team.

The visual merchandising team are the people in charge of designing the layout, floor plan, and the displays of the store in order to increase sales.

The fashion merchandising team are the people who are involved in the production of fashion designs and distribution of final products to the end consumer. Fashion merchandisers work with designers to ensure that designs will be affordable and desired by the target market. Fashion merchandising involves apparel, accessories, beauty, and housewares. The end goal of fashion merchandising in any of these departments is to earn a profit. Fashion merchandisers' decisions can considerably impact the success of the manufacturer, designer, or retailer for which they work.

Fashion Designer - A fashion designer is responsible for creating the specific look of individual garments-including a garment's shape, color, fabric, trimmings, and other aspects of the whole. The fashion designer begins with an idea of how a garment should look, turns that idea into a design (such as a sketch), and specifies how that design should be made into an actual piece of clothing by other workers (from patternmakers to finishers). The category of fashion designer includes people at different levels of the fashion business, from well-known couturiers, to anonymous designers working for commercial ready-to-wear houses, to stylists who might make only small modifications in existing designs. Fashion designers hold a special place in the world. Their talent and vision not only play a major role in how people look, but they have also made important contributions to the cultural and social environment.

Fashion Forecasting - Fashion forecasting is a global career that focuses on upcoming [trends](#). A [fashion](#) forecaster predicts the colors, fabrics, textures, materials, prints, graphics, beauty/grooming, accessories, footwear, [street style](#), and other styles that will be presented on the [runway](#) and in the stores

for the upcoming seasons.^[1] The concept applies to not one, but all levels of the fashion industry including [haute couture](#), [ready-to-wear](#), [mass market](#), and street wear. Today, fashion industry workers rely on the Internet to retrieve information on new looks, colors, celebrity wardrobes, and designer collections.

The fashion forecasting process includes the basic steps of understanding the vision of the business and profile of target customers, collecting information about available merchandise, preparing information, determining trends, and choosing merchandise appropriate for the company and target customer.^[1] Color and style are two of the important objects to forecast for most buyers and merchandisers.

Fashion forecasting is the resource that helps in predicting trends in the fashion industry. The fashion forecaster must bring together his or her own knowledge of [fashion design](#) and history with consumer business information. Design firms and retail markets use forecasting services to predict trends in color and fashion.

Identifying a trend is a continuous effort of compiling observations.

2. 4''R''S OF MERCHANDISING

Right Merchandising It can be defined as planning of displaying the right merchandise at the right place, at the right time, in the right quantity, and at the right price to attract more and more customers. The merchandising techniques are highly influenced by the season, culture, and climate.

The Right Product - To ensure supply chain success, having the right product on the market is the first right to merchandising. The Boston Consulting Group in cooperation with the Wharton School of Business notes that collaboration and coordination are essential elements to making this happen. Extensive research is required to ensure that demand for the product exists and that all departments are focused on successfully bringing this product to market.

The Right Time - Fashion merchandisers introduce their product lines many months in advance to gauge buyer interest and to expedite orders. Extensive lead time is needed to work with suppliers who will take existing designers and develop output based on anticipated demand. Products are placed on display at stores several months before demand reaches its peak. For example, stores will often have seasonal merchandise on display months ahead of a holiday, such as Christmas. This allows retailers to increase its orders if early demand proves strong or limit future demand if inventory languishes.

consumer review. This may include a store window, a retail floor display and online through the company's website. Product placement in movies and on television is another way for you to market your wares.

Right Price - Finding the right price point can spell the difference between making a profit on an item or taking a loss. One of the easiest ways to set a price is to employ a cost-plus pricing strategy. Under this arrangement, the merchandiser considers her cost for the item and then adds a profit margin or mark up to determine the selling price. Variations of this strategy can also include fixed and variable costs with some flexibility to adjust pricing if demand is not strong enough to support a higher, initial price.

Merchandising is the sequence of various activities performed by the retailer such as planning, buying, and selling of products to the customers for their use. It is an integral part of handling store operations and e-commerce of retailing.

Right Selling Staff - Salesmanship is seller-initiated effort that provides prospective buyers with information and motivates or persuades them to make favourable buying decisions concerning the seller's products or service. The salesman of today has to react and interact in any different ways to many different people.

Apart from the knowledge of the product, a salesperson has to be a psychologist with one prospect, a human computer with another, an adviser with another, and at the same time a friend with some buyers. Salespersons must adjust their personalities on every call. Salesmanship may be implemented not only through personal selling but through advertising. Thus, advertising has been described as "salesmanship in print."

Some definitions emphasize that salesmanship is the art of influencing or persuading people to do what sales representative wants them to do. For instance, contractors, teachers, ministers, authors, politicians, industrial engineers etc., practice the art of influencing others to do what they want them to do. Every man is a salesman in his own walks of life.

3. FASHION MERCHANDISER

Role in fashion and Readymade Industry

Fashion forecasters predict which silhouettes colours, textures, fabrics, graphics, prints, footwear, accessories, etc. will be the forthcoming trends on the runway and in retail stores from season to season.

They do this by examining new and emerging trends across all industries to see how

they may influence future fashion trends. This includes new developments across the creative industries. Of course, they'll also take into consideration what's happening in the world and any cultural shifts.

There are two types of fashion forecasting: short- and long-term. Short-term forecasting, known as fad forecasting, focuses on what trends will emerge across the next 1-2 years, while long-term forecasting looks much further into the future (typically 5-10 years). The latter also contributes to development of the fashion businesses' strategies, brand image, extending products lines and securing new business.

The internet plays a big role in fashion forecasting. Forecasters will research upcoming designer and celebrity collections and new looks popular on sites like Instagram. Ultimately, a fashion forecasters' responsibility lies in assisting designers and retailers to attract more customers and sell their brands.

Forecasters reflect the earliest views on trends some eighteen months in advance of the season. Fashion forecasting involves the following activities such as studying market conditions, noting the life style of the people, researching sales statistics, evaluating popular designer collections, surveying fashion publications, observing street fashions etc.

Fashion forecasters provide their findings to fashion retailers, fashion buyers, apparel and textile design firms, designers, advertising agencies, magazine, and other media entities. Fashion forecasters may work directly with retail companies, apparel and textile firms or designers. They may also work for consulting firms, for independent fashion forecasting firms, or independently.

Career Opportunities

a) Trend forecasting businesses - French companies based in Paris have traditionally dominated fashion forecasting. Although a number of larger ones are still based in Paris, many with satellite offices around the world, a number of new niche forecasters have emerged offering their own specialties of product and services.

b) Consumer research - Manufacturers and retailers may ask consumers directly about their buying preferences. Consumer reactions are compiled and tabulated to find preferences for certain garments or accessories, colors or sizes and so on, or products to fit specific consumer tastes.

Surveys, by telephone or mail are conducted by publication and market research companies

for manufacturers and retailers. These surveys include questions about income, life-style, fashion preference and shopping habits. Customers are usually

selected by the market research firm to meet with manufacturers or retailers. In-store informal interview can help researchers obtain information by simply asking customers what they would like to buy, what styles they like that are currently available and what merchandise they want, but cannot find. Because of their close contact with their customers, owners of small stores can often do this most effectively.

The apparel supply chain has one purpose, i.e. to provide an appealing and desirable product to satisfy customer needs, wants or aspirations. When successful, the connection results in a sale, because this connection is the purpose of the process. Every forecast begins with the customer, by observing the customer's adjustments to the marketplace and in the unexpected ways the customer adjusts the marketplace to his lifestyle and preferences. Consumer research figures are important in decisions about product development, brand marketing and retailing.

c) Colour Forecasting - Stimulating sales is the driving force behind [color forecasting](#). Color grabs the customers' attention, makes an emotional connection and leads them to the product. Even when the basic product stays the same, changing the color gives a sense of something new. Color consultants help companies decide on the right color story to sell the product. Some consultants specialize in advising on color. Others develop color forecasts as part of their overall product development function. Some large companies have departments dedicated to setting color directions for multiple lines. Professional color organizations bring together experts to collaborate on forecasts for industries like women's wear, men's wear, children's wear and residential and non-residential interiors.

d) Textile Development - Frequently, the development of a completely new product is the result of a particular functional need, but often it is driven by the benefits offered by a new fabric. Specialist forecasters make the point that the technology is changing the range of product, as through the ranges of benefits that designers can build into garment product through the textiles used in construction. Newness in fabrics comes from the introduction of new fibers, the manipulation of yarn and fabric structures, variation in pattern and prints and [innovative finishing](#)

[processes](#). These innovations are introduced in trade shows and exhibitions held in the fashion capitals of the world.

e) The Range of shows - The fashion shows: The word here is its widest possible interpretation to refer to the range of organised textile and fashion garment trade shows, operating over the 16 months preceding season. Trade shows, whether yarn, fabric or product have a basic function, which is to sell products.

Visitors vary according to the nature of the show. A yarn show will attract a range of people including fabric manufacturers, some retail buyers and designers. The fabric show performs a more balanced role with great emphasis on then sales of the fabric, but with more retail designers and buyers attending, as the product on the show has a greater relevance to garment design. Garment design shows are much more diverse, ranging from the products trade shows through to the high profile Ready -to-wear Designer shows like London Fashion week and then the exclusive Couture shows.

Continuing this sequence, specialist product trade shows are held after the fabric shows. These shows are segmented according to broad sector like men's wear or women's wear, and by specialist product categories, like sports wear or lingerie. These shows are a good indicator of color, fabric, styling and new products.

f) Sales Forecasting - Forecasting is relatively easy, straightforward and accurate for products with long lifetime and steady sales. However, the fashion apparel business is one of the most volatile, because it creates products that are new, highly seasonal or have short lifetimes. In such situations forecasts become increasingly inaccurate. Errors in sales forecasting result in two kinds of losses:

.

Introducing Innovation - While attention is showered on the most exciting and extreme runway fashions, the mechanisms of fashion change work in the background to create patterns familiar to the most experienced fashion watchers. When an innovation arrives on the scene, individuals consider it for adoption. The

cumulative effect of those decisions can be tracked in sales and visually on the street. In fashion terms, the innovation may be the invention of a new fiber or a new finish.

g) Cultural Indicators - In the apparel field, companies need an early warning system so that specific product categories can be fine-tuned to trends within a market segment. While timing is important, an agile and responsive company will be able to capitalize on trends whenever they are spotted; sometimes just as a glimmer far in the future and sometimes as a phenomenon in the building stage. Waning trends are another signal. When some avocation, interest or lifestyle loses cultural power, it is a good time to survey the information landscape for the next big thing.

h) Final Stage of fore casters - The 'Fashion look' for the season is therefore the result of a process of development that combines the evolved views of textiles and product trade show, forecasters, designers buyers and ready to wear shows. Like collage, the final picture emerges after various layers have come together. Even though these shows have an impact on some last minute high street fashion buys, their major impact is mainly on reflecting the final views on trends close to the season. Crucially, the [media coverage](#) of the shows is another important dimension in the trend development process, as it [highlights fashion trends](#) that fashion editors believe will be strong for the forth coming season. Such 'authoritative' coverage of the media, focusing attention on aspects of fashion, including the 'must-have' looks, colors and products influences the consumers' acceptance of hot trends for a season.

4. VISUAL MERCHANDISER

Interior Display

Interior display is related to all the things inside a retail store. All the visual merchandising inside the store is performed to grab the attention of customers while they are inside the store and to make them feel pleasant and comfortable while they shop in the store.

Interior display of a store consist of various factors such as item display, design of the store, the layout of the store, Point of purchase displays, assortment display, lighting, music, color, and signage in the store makes the interior visualization of a store.

An excellent interior display can not only provide a positive ambiance to customers while they are inside the store but also encourage them to spend more. Let us learn about all of the factors involved in the interior display visual merchandising.

1. The layout of the store - The design of a store plays a vital role in visual merchandising as it can help in boosting sales and attracting customers. A well- designed layout of a store compels customers to browse the whole store and shop more while doing this.

However, the design of a store can be picked randomly. It is selected based on the size of the store, type of the store, and the nature of goods sold in the store. Grid layout, free form layout, and racetrack layout are a few common examples of store layout. Each design has a different purpose.

For instance, in the racetrack layout, a customer follows only one path while browsing a store. That means the customer is more likely to see all the products placed on all shelves. This store layout has both advantages and disadvantages. The advantage is if customers are more likely to stuff that they don't need but have a good deal on it whereas downside is customers feel annoyed to walk too much to get things that they come to buy.

The racetrack layout is not liked by customers who come for shopping in a hurry. On the other hand, free form layout is the opposite of the racetrack layout. Customers can move freely in any direction and can spend time in-store as they desire.

They can enter the store and buy the things they come to buy and leave or can stay in the store and browse for as long as they want. The disadvantage of free form layout is that it encourages customers to spend less time in-store.

2. Display of Point of purchase- How you display goods in-store also impacts the decisions of customers. Products must be placed in an organized manner, easily accessible, and different choices should be provided to customers to choose from. All of these things matter a lot.

The place of goods on the shelf of the store matters a lot in its sales. For example, the products that are displayed at eye level are more likely to be viewed by customers than the goods placed at the top of the shelf.

An adequately organized store allows customers not only to see products but also to hold them and establish a physical connection with them. Moreover, a store must keep a wide variety of goods in the store that gives an option to customers.

But keep in mind that too many choices can also confuse customers and can make the shopping experience of the customers very stressful. According to a study, customers make a shopping decision quickly and shop more when they are provided with limited product selection as opposed to when supplied with a large variety of goods.

3. Mannequins- Mannequins are used by apparel stores to display clothes that they are selling in the store. These are an essential part of visual merchandising. Dummies are used to display clothes in the stores so that customers can look at them and can get an idea of how they will look on them.

Moreover, mannequins are also used to decorate the store. Many stores place mannequins right in front of the entrance gate of the store or in the windows to attract passing people.

Mannequins are styled with clothes and accessories which are in trend so that customers can know what they can find in the store. Mannequins are so important and impact the buying decision of customers that marketers are working to create more and more realistic mannequins.

For example, dummies are designed not in ideal shape and unrealistic shapes but realistic body shapes of people, and nowadays, more and more stores are displaying headless mannequins as people can't relate with the faces of mannequins.

4. Lighting in Store - Light in the store is essential. Brightness in stores is adjusted in such a way that people inside the store don't realize what time it is outside. The lighting in the store is used in different ways, such as to highlight an object or to highlight a specific area in the store.

Bright light in the store creates a positive and happy ambiance, and due to which customers get attracted to enter the store and spend more time in-store.

5. Atmospheric - Atmospheric consists of all the factors involved in creating a positive environment in the store. All elements like music, light, display, etc. must be coordinated with one another.

7. Bundling - Bundling refers to displaying and arranging goods in store in such a way that all the items that can be bought together should be placed side by side. For example, In an apparel store, tops and jackets are displayed together to encourage buyers to these items together. Moreover, mannequins are displayed wearing a complete outfit so that customers can learn what will suit with what.

This strategy of visual merchandising not only provides suggestions to customers but also helps in boosting the sales of the store as customers buy more than one product together.

8. Music: - A store without background music dull and seems boring place demand customers will not like to spend more time in such stores. If you want to make your customers spend a lot of time in the store and enjoy their shopping experience, then play gentle music in the background.

Make sure that your music is not distracting that your customers focus more on music than focusing on browsing the store. Moreover, it is also necessary that your music matches the interior of your store and is in accord with the kind of goods you sell in your store. For example, hip hop music will not suit the ambiance of a luxury goods store.

9. **Scent** - The way your store smell also impacts the decision power of your customers. For example, if your store smells terrible, then people don't like to spend more time in the store, which means they will not browse all the goods displayed in the store.

Therefore, make sure that your store smells good all the time, and it is clean, and the products are well dusted all the time. You can use different scents to complement the type of goods you are selling in your store.

For example, Lavender scent creates a soothing and relaxing environment in the store, whereas vanilla scent creates a calming ambiance.

2. Exterior display - Exterior display refers to the presentation of all goods and things to attract customers to enter the store.

1. Window display - Window displays play an essential role in persuading customers to enter the store. By looking at windows display, customers get an idea of the kind of goods you sell in your store. Moreover, brands make use of window display to create an impression of the brand.

2. Seasonal display- Seasonal display refers to the presentation of goods as per the on-going season. For example, stores change the array of products and the types of goods sold in the store as per the weather season. Besides this, the store is decorated to mark the arrival of the festival season.

3. Colour - The color of the store is also part of the exterior display of a retail store. You can show your creativity and the kind of environment that you offer using proper colors to paint the walls of your store.

5. FASHION FORECASTING

Importance of Forecasting:

- ☐ Forecasting provides relevant and reliable information about the past and present events and the likely future events. This is necessary for sound planning.
- ☐ It gives confidence to the managers for making important decisions.
- ☐ It is the basis for making planning premises, and.
- ☐ It keeps managers active and alert to face the challenges of future events and the changes in the environment.
- ☐ Accurate forecasting makes it possible for the fashion industry segments to prepare for and meet consumer demand with products that will be accepted and purchased.
- ☐ Keen worldwide competition increases the importance.

6. FASHION DESIGNER

A designer could be working in an export house, buying house, a corporate retail company or could be a

entrepreneur. He/she could be specialized in clothing for men, women or children. A fashion designer's career in the fashion industry specifically in an export house or buying house, initially begins as an assistant designer with a Head Designer who by virtue of experience and/or

long association with the company understands the entire process and is in a position of authority with his

own department. In an export house, a designer works as part of an extended team that includes a pattern-cutter, sample machinist, garment technologist and merchandiser.

The role of the designer is to undertake the following activities:

- ☐ To understand the vision and goal of the company, the company-product association in terms of customer perception and positioning in the market.
- ☐ To participate in brainstorming sessions with a team of seniors and colleagues for generating ideas and strategies rather than working in isolation.
- ☐ To synchronize individual design sensibility with that of other designers within the organization to contribute to a cohesive look of the brand.
- ☐ To understand that design is not merely a paper-pencil activity. Design decisions are not only about originality and creativity but equally about commercial realities and financial constraints. Financial implications of details like selection of fabrics, cost and availability of trims, threads

,textilesurfacetreatments/embroideryetc.areequallyimportant

- ☐ To undertake sampling i.e. making the first sample prototype which incorporates the entire design process from sketch to final product. While the designer will conceptualize, oversee and present the prototype as part of the new collection, the feedback of other colleagues in design, production coordination, merchandising or marketing is also essential.

Role in fashion and readymade industry

- ☐ Managing design process from conception through to final styling.
- ☐ Conducting market research to identify new trends, fabrics and techniques, and seeking design inspiration.
- ☐ Collaborating with team members to select seasonal themes, make edits to line, and create new concepts.
- ☐ Ensuring product is in agreement with business strategy.
- ☐ Selecting fabrics and trims.
- ☐ Creating production sketches for development packages.
- ☐ Collaborating with technical designer to ensure development packages are accurate.
- ☐ Reviewing product for style and fit during presentation.
- ☐ Presenting story, mood, color boards, and samples to buyers.
- ☐ Study fashion trends and anticipate designs that will appeal to consumers
- ☐ Decide on a theme for a collection
- ☐ Use computer-aided design (CAD) programs to create designs
- ☐ Visit manufacturers or trade shows to get samples of fabric

- Present design ideas to creative directors or showcase their ideas in fashion or trade shows
- Market designs to clothing retailers or to consumers
- Oversee the final production of their designs
- **Research work** - Fashion designers in India need to research current fashion and also make predictions of future trends. They need to even study the past fashion trends so that they can easily understand the evolutions of fashion trends over the years. In order to be above the rest, it is important for a fashion designer to do a lot of research work.
- **Drawing** - Fashion designers should be experts in bringing the creative ideas of their mind on a piece of paper or screen. They need to sketch on a paper or on the computer screen to have a visual presentation of their design ideas.

Unit 4: Boutique Management

I INTRODUCTION

A **boutique** is a small retail store selling fashionable clothes, gifts, and accessories.
*She launched her first **boutique** selling her own designs after taking a fashion course in Paris.*

Store- a building or room where things are sold. : a large building in which something is kept for future use. : a large amount or supply of something that is kept for future use.

Shop - An establishment that sells goods or services to the public; originally a physical location, but now a virtual establishment as well.

Features of Boutique

1. Flourishing Brand Loyalty

The best brands that thrive – season after season – are the ones that create connections with their customers through consistent brand touchpoints. Brand touchpoints can cover social channels, pop-up shops, event marketing and both print and digital paid marketing.

2. Slow and Steady Distribution

Drop shipment and consignment can make it easy to be in many retailers at once, but this won't pay the bills. Deliberate distribution can be the difference between having the cash flow to continue production season after season or running out of funds.

3. Strong Leadership

There are so many decisions that need to be made when running a business. Without a competent leader, there is no head to the ship and responsibilities can be deflected very quickly. Businesses that have multiple founders need to be very careful. It's important not to have too many redundancies in core competencies. While you all may want to chime in on a particular decision, someone eventually needs to make it and they need to be empowered to do so.

4. Organized, Strategic Operations

Have your shipping and logistics on lockdown. Brands that sell know how to ship. To scale up orders and get repeat customers make sure your packaging is on point and you have a distribution center set up. Don't prematurely move to a 3PL (third party logistics) provider until you have a sales/marketing/PR strategy in place (so you know'll when to anticipate sales).

5. End Game Aware

Do you want to sell the brand? Will you always be the head of creative? Understanding where you want to take your business will help you make the right decisions. Brands that

want to sell to national department stores versus boutiques take different steps to get there. In order to be a brand that sells and is successful, you have to know the end game so you can make it happen.

6. Consistent Messaging

Yes, there are lots of things your brand could be, but stick to the main message. If you are focusing in the environmental sector be clear about what that means to the brand. Your brand story should be able to hold the collection and marketing for seasons to come. Create a brand bible and reference it as often as you need to get to know the difference between your preferences and how the brand develops its own identity.

7. Money Smart

You don't need to be a CPA to know that money in the retail industry is funny. It's funny because wholesalers always ask for discounts, they don't always pay on time, they sometimes cancel orders and you have to invest money into production of samples and production way before you see a penny of sales. E-commerce money is also very risky; you are placing your own buys against sales on your site, so you've got to have a plan to get those sales. Do it right and you may see a 70% full price sell-through, do it wrong and you may need to have a steep markdown season to clear out merchandise.

II

BUSINESS PLAN

Market survey

A key part of any business plan is market analysis. This section needs to demonstrate both your expertise in your particular market and the attractiveness of the market from a financial standpoint.

A market analysis is a quantitative and qualitative assessment of a market. It looks into the size of the market both in volume and in value, the various customer segments and buying patterns, the competition, and the economic environment in terms of barriers to entry and regulation.

Survey the local retail boutique market and conduct a market analysis of your area. The survey and analysis evaluate your market to identify potential customers and the type of marketing done by other retail boutiques in the area. The information collected helps identify the age of your target shoppers and the type of retail products attracting these customers.

Goal

Explain your **boutique's** target market, or the customers that you intend to capture. Describe the customer demographic and their location to the **boutique**. Describe how you will advertise your **business**, list your payment options and credit policies, and explain how you will maintain those customers on a long-term basis.

Budget planning

A **boutique budget** is a spending **plan** for your **business** based on your income and expenses. It identifies your available capital, estimates your spending, and helps you predict revenue. A **budget** can help you **plan** your **business** activities and can act as a yardstick for setting up financial goals.

Since budgeting allows you to create a spending plan for your money, **it ensures that you will always have enough money for the things you need** and the things that are important to you. Following a budget or spending plan will also keep you out of debt or help you work your way out of debt if you are currently in debt.

Sourcing

A basic decision in sourcing either materials or production is to whether to make or buy the desired product. In this paper the importance of sourcing types and its various dimensions are

discussed and the relationships of key business functions to material sourcing are also discussed.

Make-Or-Buy Decisions

Making involves manufacturing their own raw materials and/or finished products in the firms own production facilities and buying involves sourcing from vendors. So the decision to make a product involves the capacity available in-house of the manufacturer and desire to reduce costs, availability of technology and unsatisfactory supplier or vendor performance. The decision to buy a product from the vendors arise when there is availability of a product at a cheaper cost, non availability of latest technology and inability to manufacture such volumes in in-house facility.

Whether to make or buy a product is based on the four important parameters like

- cost
- production capacity
- quality and
- timing

The below chart gives the relationship of key business function to material and production sourcing. Merchandise plan determines the number of styles, sizes and colors that are appropriate according to sales forecasts and other data. Production capacity planning are translations of merchandise plans into numbers and types of plants, machines and operators required to produce the line. The combination of sales forecast, merchandise plans, production specifications and production capacity estimates provided a basis for developing an effective materials and production sourcing network.

Material Sourcing Responsibilities

The people responsible for acquisition or procurement of materials may include buyers, designers, merchandisers, sourcing specialists or purchasing agents. The responsibilities of persons responsible for sourcing are given below.

- Provide an uninterrupted flow of materials and services necessary for maximizing the efficiency of the manufacturing process.
- Source the materials that are suitable to the purpose at the best possible prices.
- Minimize inventory investment.
- Minimize inventory shrinkage and losses caused by theft, damaged and obsolete materials.
- Develop good vendor relationship.
- Develop reliable alternate source of supply.

- Develop personnel and execute policies and procedures that provide materials at the lowest possible prices.

Retail Buyers versus Material Buyers

Retail buyers are usually involved in consumer goods wholesale markets. The chief responsibility of the retail buyer is to form a select assortment of finished goods to offer the stores customers. Fashion shows help the retail buyers to understand fashion trends, silhouettes and color systems.

Material buyers are usually involved in purchasing producer goods in primary markets at the mill level. They tend to purchase in high volumes from few suppliers than retail buyers.

Both the retail and material buyer are limited by budgets, contract terms and inventory space.

Purchasing Criteria

The materials to be sourced are checked for the following criteria:

1. ***Samples:*** The materials intended for purchase are assessed by the samples received from the vendors. The samples should be accompanied with its specifications
2. ***Certifications:*** Some vendors provide certification of product quality. It is intended to provide assurance to the buyer of the quality of goods shipped and eliminate the need for receiving inspection. The certification may include the following,
 - Documentation of flaws and their locations.
 - Test reports
 - Date of testing and the laboratory details
3. ***Order minimum:*** The decision to source a material from a particular vendor is decided on the order minimum which is nothing but the minimum or smallest quantity a vendor shall supply on a single purchase order. Import goods may require longer lead time but often have low minimums when compared to domestic suppliers. Minimums also relate to availability, order processing, packaging and shipping costs.
4. ***Mode of Packing:*** The mode of packing is also important when a material is sourced from the vendor. If for example a firm wish to purchase woven fabrics it will be supplied in rolled full width on a cardboard tube. The buyer should source goods based on the mode of packing so that the goods are not damaged in transit.

5. ***Delivery and Payment Terms:*** The buyer should clearly define the mode of payment and the delivery conditions so that there is no misunderstanding between the vendor and the buyer.
6. ***Professional Credibility of the Vendors:*** A vendors reputation in the trade is often a strong factor in determining whether the materials can be sourced from him. The buyer may check with the vendors client list and enquire about his quality of service and timing of delivery.

Location

1. Identify your target market. ...
2. Visit downtown areas, shopping malls and outlets to determine the type of area in which to open a fashion **boutique**. ...
3. Compare foot traffic at different times during the day to determine which **locations** provide you with the most potential customers.
 4. Your stores location will ultimately influence the consumers view of your company [brand]. Opening a store in the wrong location will cause your shop to stick out in a bad way. Think wearing a tank top to a black tie event. Consumers will be confused if the store seems out of place and ultimately not shop.
 5. Studying customer foot traffic, walkways and outside factors all come into play when selecting a store location. Having consistent walk by foot traffic will cost more in monthly rent. If you are selling impulse purchase items this is a big benefit. Opting for a second or third floor location will save you money on rent and provide privacy. Stores planning on doing extensive marketing would benefit from the cheaper monthly rent.
 6. In a mall, designers use elevators and escalators to encourage movement around the mall and impulse purchases

Manpower

It is ok if you do not have employees. Many business owners start on their own, doing everything themselves till they start making a profit.

But everyone needs a backup. You will have to hire someone at some point of time at least temporarily. You need staff to clean the space, manage the cash , as sales persons. Managing everything yourself may burn you out before soon.

Ensure the employees you hire follow all the operational policies in your store. Do not compromise in this; if the owner is slack about rules expect the employees to throw the rules down the drain.

Publicity

Run different promotions through out the year (25% this Valentine's day for buying a couple mug etc) and communicate this to your customer database. Customers love discounts and they will come and buy non discounted items too.

Small sales every month or so for selected items can clear up space in your shop.

Every season a major sale (end of season sale) can also clear your inventory and infuse a freshness to your store .

Social media marketing is a very important element in your marketing plan; Radio and TV ads, print ads, blogging are all marketing tactics you could try to promote your store.

You need to invest in your customers; promote to them ; they will come again and again and promote your store to their acquaintances. So make sure that you note down all the contact info of your customers and sell to them again and again.

A customer is gained for life and make them your best marketing tool.

A website with a blog can be used as a marketing tool that will attract more customers.

III

MARKET SURVEY

There are 5 factors that depict the importance of a market survey.

1. Understanding the demand and supply chain of the target market: A product is most likely to be successful if it is developed by keeping in mind the demand and supply of the target market. This way, marketers can obtain insights about market capabilities to absorb new products and concepts to develop customer-centric products and features.

2. Developing well-thought marketing plans: The World is a target market for an organization, especially a well-established one. Getting data from the target market through thorough market research using market surveys and segmentation can be a source of creating concrete and long-term marketing plans.

3. Figure market surveys to gather feedback from their target audience regularly, using customer satisfaction tools such as Net Promoter Score, Customer Effort Score, Customer Satisfaction Score (CSAT) etc. Organizations can analyze customer feedback to measure customer experience, satisfaction, expectations etc.

4. Accurate launch of new products: Market surveys are influential in understanding where to test new products or services. Market surveys provide marketers a platform to analyze the scope of success of upcoming products and make changes in strategizing the product according to the feedback they receive.

5. Obtain information about customer demographics: Customer demographics form the core of any business and market surveys can be used to obtain intricate and sensitive details about customer demographics such as race, ethnicity or family income

IV

BUDGET PLANNING

A business budget is a spending plan for your business based on your income and expenses. It identifies your available capital, estimates your spending, and helps you predict revenue.

A budget can help you plan your business activities and can act as a yardstick for setting up financial goals. It can help you tackle both short-term obstacles and long-term planning.

How to Create a Budget?

There are so many articles written on how to create a perfect business budget, but most of them narrow down to these 5 simple things:

- Evaluate your sources of income. You have to find out how much money your business brings on a daily basis in order to understand how much money you can afford to invest and spend.
- Make a list of your fixed expenses. These ones repeat every month and their amount doesn't change. Some people forget to exclude the sum needed to cover these expenses from the monthly income, but it's important to do so in order to get a clear understanding of your budget.
- Don't forget about variable expenses. These ones don't have a fixed price but still have to be paid every month. Come up with an approximate sum you'll have to pay and include it in your budget.
- Predict your one-time expenses. Every business needs them from time to time, but if you plan your budget forgetting about these expenses, spending money on them could affect it greatly and not in a positive way.
- When you list all the income and expense sources, it's time to pull them all together. Evaluate how much money you'll have each month after you cover all these expenses. Then think of what part of that sum you could afford to invest into something.

While a whole process of budget creation might seem too complicated, you still should find time to do it. It's totally worth the effort – moreover, such a plan could help you not only throughout the next month but also throughout the next year (if your expense and income sources won't change much).

Of course, it's still important to review it from time to time, making changes when necessary. However, the review process won't be as complicated as the creation of a budget plan from scratch.

1. Place – decide the place you want to start your business. It may be rental or purchased if you have sufficient amount of money. The intensive research is needed for the site selection, as it will directly affect the whole business profit. Without a convenient, prominent location, you may struggle to bring in new customers. When you're looking for a boutique location, make sure that you're choosing a building that is visible from nearby roads and isn't difficult to find. You'll increase the likelihood that people see your store and decide to visit.

2. Infrastructure- We are embraced with huge and specious area equipped with the technologically advanced machinery. Our skilled team is highly dedicated towards work and is capable of completing tasks with brilliance and on time. We have divided our work force in various departments for hassle free work flow with minimum discrepancy. Apart from this, we have also established research and development unit to study newer technological advancements. We have highly advanced and well equipped quality testing units to ensure the quality and reliability of products with no manufacture defects.

Our infrastructure is divided into various sub classifications such as:

- Design unit
- Manufacturing facility
- Spacious warehouse
- Packaging and logistics
- Research and development wing

3. Equipment and Machinery-

Eleven Types of Retail Equipments for Business

1. Point of Sale (POS) System
 2. Signs
 3. Hangers
 4. Shelves
 5. Racks
 6. Mirrors
 7. Shopping Baskets or Carts
 8. Seating
 9. Mannequins
 10. Bags
 11. Security Cameras
-
4. Salary - a separate head should be kept for salary of the staff. As it is a regular expenditure and should be meet on time for the smooth functioning of the boutique.
 5. Advertisement –

- a. Advertising quickens the turnover, reduces risk on dead stock and can result in proportionate reduction of overhead expenses.
 - b. The retailer is generally afraid of fluctuations in prices. Advertising stabilizes the price and thus avoids losses to the retailer through change in the price.
 - c. In case of many .well-advertised articles, the manufacturer himself controls the price and thus unfair competition and “price wars” are avoided.
 - d. The retailer can also easily anticipate the actual sales and plan his stock accordingly.
 - e. By creating new demands and inducing the public to spend more money on the goods, advertising increases the sales which benefits the retailer by reducing the percentage of overhead expenses.
 - f. By advertising, the retailer can himself inform the public of his existence and the product he sells.
 - g. The normal retailer has no salesmen who go out to get orders. Advertising goes out on his behalf right into the market and draws the customers towards his shop. Although attractive window display also helps, it can only attract those who pass by the shop.
6. Daily operational and maintenance- A separate amount will be kept for the routine expenditure like:
- a. Electricity bill
 - b. Water bill
 - c. Licence renewal
 - d. Insurance
 - e. Repair and maintenance of machines
 - f. Emergency purchase funds
 - g. Advances for raw material etc.

Women Entrepreneurs can be seen everywhere in the startup-up ecosystem of India. Women too are seen leaving their high-profile jobs as well as some stepping out of the four walls of their homes and joining the pool of Entrepreneurship in India. The major factor to jumpstart the entrepreneurial journey is capital and various banks offer specialized loans for women entrepreneurs that have slightly different and more flexible set of terms and conditions pertaining to collateral security, interest rates, etc.

Here is a list of various schemes and loans exclusively for women that aim at promoting and easing out the process for them –

1. Annapurna Scheme

This scheme is offered by the State Bank of Mysore for those women entrepreneurs who are setting up food catering industry in order to sell packed meals, snacks, etc. The amount granted as a loan under this scheme can be used to fulfill the working capital needs of the business like buying utensils and other kitchen tools and equipment.

Under this loan, a guarantor is required along with the assets of the business being pledged as collateral security. Further, the maximum amount of money that is granted is ₹50,000 which has to be repaid in monthly installments for 36 months, however, after the loan is sanctioned, the lender doesn't have to pay the EMI for the first month. The interest rate is determined depending upon the market rate.

2. Stree Shakti Package For Women Entrepreneurs

This scheme is offered by most of the SBI branches to women who have 50% share in the ownership of a firm or business and have taken part in the state agencies run Entrepreneurship Development Programmes (EDP).

The scheme also offers a discounted rate of interest by 0.50% in case the amount of loan is more than ₹2 lakhs.

3. Bharatiya Mahila Bank Business Loan

This loan is a support system for budding women entrepreneurs looking to start new ventures in the fields of the retail sector, loan against property, MICRO loans, and SME loans.

The maximum loan amount under this loan goes up to ₹20 crores in case of manufacturing industries and also a concession is available to the extent of 0.25% on the interest rate and interest rates usually range from 10.15% and higher.

Additionally, under the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), there is no requirement of collateral security for a loan of up to ₹1 crore.

4. Dena Shakti Scheme

This scheme is provided by Dena bank to those women entrepreneurs in the fields of agriculture, manufacturing, micro-credit, retail stores, or small enterprises; who are in need of financial assistance. The interest rate is also decreased by 0.25% along with the maximum loan amount being ₹20 lakhs for retail trade; education and housing whereas ₹50,000 under the microcredit.

5. Udyogini Scheme

This scheme is offered by Punjab and Sind Bank so as to provide women entrepreneurs involved in Agriculture, retail and small business enterprises to get loans for business at flexible terms and concessional interest rates. The maximum amount of loan under this scheme for women between the age bracket of 18-45 years is ₹1 lakhs but your family income is also taken into consideration and is set at ₹45,000 per annum for SC/ST women.

6. Cent Kalyani Scheme

This scheme is offered by the Central Bank of India with the aim of supporting women in starting a new venture or expanding or modifying an existing enterprise. This loan can be availed by women who are involved in village and cottage industries, micro, small and medium enterprises, self-employed women, agriculture and allied activities, retail trade, and government-sponsored programs.

This scheme requires no collateral security or guarantor and charges no processing fees. And the maximum amount that can be granted under the scheme is Rs. 100 lakhs.

7. Mahila Udyam Nidhi Scheme

This scheme is launched by Punjab National Bank and aims at supporting the women entrepreneurs involved in the small scale industries by granting them soft loans that can be repaid over a period of 10 years. Under this scheme there are different plans for beauty parlors, day care centres, purchase of auto rickshaws, two-wheelers, cars, etc. the maximum amount granted under this scheme is ₹10 lakhs and the interest depends upon the market rates.

8. Mudra Yojana Scheme For Women

This scheme has been launched by the Govt. of India for individual women wanting to start small new enterprises and businesses like beauty parlors, tailoring units, tuition centres, etc. as well as a group of women wanting to start a venture together. The loan doesn't require any collateral security and can be availed as per 3 schemes –

i. Shishu – loan amount is limited to ₹50,000 and can be availed by those businesses that are in their initial stages.

ii. Kishor – loan amount ranges between ₹50,000 and ₹5 lakhs and can be availed by those who have a well-established enterprise.

iii. Tarun – loan amount is ₹10 lakhs and can be availed by those businesses that are well established but require further funds for the purpose of expansion

If the loan is granted, a Mudra card will be given to you which functions the same way as a credit card however the funds available are limited to 10% of the loan amount granted to you.

9. Orient Mahila Vikas Yojana Scheme

This scheme is provided by Oriental Bank of Commerce to those women who hold a 51% share capital individually or jointly in a proprietary concern. No collateral security is required for loans of ₹10 lakhs up to ₹25 lakhs in case of small-scale industries and the period of repayment is 7 years. A concession on the interest rate of up to 2% is given.

VI

SOURCING

Basis of purchasing resources-

There are five rights that every management expects from their purchasing executives: ☐
Right Quantity ☐ Right quality ☐ Right Time ☐ Right Supplier ☐ Right Cost

a. Starting Steps to Wholesale Merchandising

Before you buy wholesale merchandise for your store, visit a competitor or a store selling a product line similar to yours. Browse the store's product selection and note the brands they carry. Try to determine what products are selling well and which are in the clearance bin. If you visit a similar store located too far away geographically to be a competitor, that retailer may be willing to share with you the source of their wholesale merchandise.

Retailers can often find products to sell in their stores by searching online, joining buying groups, using library resources, and attending trade shows or buyers' markets.

Once your store is open and doing business, it will be easier to find wholesale merchandise to sell because suppliers will solicit you rather than you having to seek them out. Customers can also play a large role in finding suppliers as they can recommend products they would like to see in your store. Building a relationship with customers and seeking their feedback is crucial to ensuring that you are meeting their needs.

b. Trade Shows as an Information Source

A trade show is one of the best places to find a wholesaler. Retailers can find many suppliers serving the same markets with a range of product offerings. The biggest trade shows are held annually in Las Vegas and California, but there are local trade shows also.

Conduct an online search for tradeshow in your industry to find the nearest event. Websites like Trade Show News Network will have listings for shows happening in most states. However, trade shows are not open to the general public so be prepared to show proof that you are an established business. A resale certificate, tax id, business card, or some other form of license or permit should suffice.

c. Manufacturer Suppliers

Some manufacturers will sell their products at wholesale prices directly to the retailer. If they do, they may sell their products in large quantities or at a high minimum order. If you have a particular product you want to sell, contact the manufacturer and ask if they sell directly to dealers. If not, ask what distributors they sell their products through so you know where to buy the items.

d. Buying From Importers

Globalization has made importing products much easier. Retailers can purchase from importers or buy the products directly from a foreign company. Before using this type of supplier, do your homework. It is important to understand all the aspects of the paperwork, shipping time, product lifecycle, and all of the costs involved.

e. Distributors as Suppliers

A distributor generally sells a large variety of a certain classification of products. They must make a profit too, so their prices may be slightly higher than if the item was purchased directly from the manufacturer. Retailers can buy lower quantities with little or no minimum order. Some even offer free freight on orders over a certain amount.

f. Wholesalers and Liquidators

In searching for products at wholesale prices, you may find wholesalers that don't sell just one type of merchandise but many different products. Some wholesalers will act as liquidators and will sell closeouts, truckloads, and pallets of merchandise and even damaged goods. Before buying wholesale merchandise from this type of supplier, be sure you completely understand the condition, price, and terms of the sale.

g. Buying at Auctions

Retailers can find many bargains on eBay, the world's largest auction site. Just browse the Wholesale Lots category according to the type of store you have and you'll find tons of merchandise. Not all product prices on eBay are truly wholesale, but if you spend time watching the auctions and learn how to buy effectively, you are sure to find a deal. Don't miss out on live auctions for bargains on merchandise for resale.

h. Choosing a Vendor

Once you've located several sources of products, evaluate each vendor on a variety of factors. To offer the best merchandise to your customers, you'll need to buy from someone offering quality products, reliable delivery, and superior customer service. This information can be gathered through references, marketing materials, or by simply asking the sales representative how they conduct business.

i. Price and Other Considerations

One of your primary considerations, as you start your wholesale business, will center around price. Keep accurate records and review them regularly to track your costs and the prices you set to sell your goods. Stability exists when average prices are constant over time, or when they are rising at a very low and predictable rate. The retail price of a good or product is the cost when it is sold to the end-user for consumption and not for resale through a third-party distribution channel. While costs are a primary concern, there are other items you will need to consider as well.

j. Location

Consider the space you lease for the selling of goods to consumers. When it comes to business, retailers have one overall goal, to sell merchandise—hopefully at a profit. That's

why they focus on sales floor space, adequate parking for customers, and an overall image that draws in customers. Think about your hours of operation or business hours. This is the time of operation when the retail store is open to the public for the purchase of goods. Your hours of operation should match the buying habits of your customers.

k. Shipping Options

This is the cost to the consumer to deliver goods. Generally, retail outlets ship by FedEx, UPS, and USPS (the least expensive and least common). The cost varies by location, product size, and how quickly the consumer wants the product. Some upscale boutiques will messenger goods.

l. Customer Payment and Conditions

Consider how convenient your payment system is and if you need a policy for processing refunds and returns. Also, think about your any terms you may set for higher-priced items such as lay-away. These plans should be as clear to your customers as they are to you.

m. Customer Service

No two retail stores have identical customer service. To provide excellent customer service you need to get the desired item into the customer's hand, give them the tools they need to decide to purchase quickly and enable them to purchase without effort.

n. Handling Returned Merchandise

Some returned goods will be resold by the same retailer for the full cost, but many will not. More likely, they'll end up in the mark-down bin selling for a fraction of the cost. Try to avoid returns in the first place by doing everything you can to make sure the customer is satisfied. Provide as much information as you can upfront regarding your products.

o. Good Planning Equals Good Results

Don't get discouraged. It may take some time, research, and several vendor negotiations to find the best merchandise to sell in your retail store. Starting any business will not happen overnight, but nothing beats being an independent business person. Finally, as a new business person, be sure you have an understanding of the laws in your state for your type of retail business and also understand how to go about filing and paying your taxes on your merchandising storefront.

Manpower arrangement

Manpower planning is the first step towards manpower management. It refers to the process of using available assets for the implementation of the business plans. It also involves the process of coordinating and controlling various activities in the organization. An effective manpower planning requires a careful assessment of the future needs of the organization. It involves the development of strategies to match the requirement of employees and availability of positions at a regional as well as a national level. Those in charge of manpower

planning need to have a foresight about the business plans. They need to plan the activities for achieving business growth. They are required to estimate the business needs of the organization and plan for the resources needed to realize the business goals.

The steps in manpower planning are;

- Design job description and the job requirement
- Predict manpower plans
- Find adequate sources of recruitment
- Give boost to youngsters by appointment
- Best motivation for internal promotion
- Look after the expected losses due to retirement, transfer and other issues
- See for replacement due to accident, death, dismissals and promotion

VII

PUBLICITY

Publicity is any promotional communication regarding an organisation and/or its products where the message is not paid for by the organisation benefiting from it.”

Characteristics of Publicity:

1. Meaning:

Publicity is not a paid form of mass communication that involves getting favourable response of buyers by placing commercially significant news in mass media. It involves obtaining favourable presentation upon radio, newspapers, television, or stage that is not paid for by the sponsor.

:

2. Non-paid Form:

Publicity is not a paid form of communication. It is not directly paid by producer. However, it involves various indirect costs. For example, a firm needs some amount for arranging function, calling press conference, inviting outstanding personalities, decorating of stage, other related costs, etc.

3. Various Media:

Mostly, publicity can be carried via newspapers, magazines, radio, or television. For example, in case a product is launched by popular personality in a grand function, the mass media like newspapers, television, radio, magazines, etc., will definitely publicize the event.

4. Objectives:

Sales promotion is undertaken for a wide variety of purposes. They may include promotion of new product, pollution control, special achievements of employees, publicizing new policies, or increase in sales. It is primarily concerns with publishing or highlighting company's activities and products. It is targeted to build company's image. In a long run, it can contribute to increase sales.

5. Control of Producer:

Company has no control over publicity in terms of message, time, frequency, information, and medium. It comes through mass media like radio, newspapers, television, etc. It is given independently by the third party. It is presented as a news rather than propaganda.

6. Credibility/Social Significance:

Publicity has high degree of credibility or reliability as it comes from mass media independently. It is given as news for social interest. It has more social significance compared to other means of market promotion.

7. Part of Public Relations:

Publicity is a part of broad public relations efforts and activities. Public relations includes improving, establishing, and maintaining direct relations with all publics. Publicity can help improve public relations.

8. Costs:

Publicity can be done at much lower cost than advertising. Company needs to spend a little amount to get the event or function publicized.

9. Effect:

Publicity message is more likely to be read, viewed, heard, and reacted by audience. It has a high degree of believability as it is given by the third party.

10. Repetition:

Frequency or repetition of publicity in mass media depends upon its social significance or the values for news. Mostly, it appears only once.

Importance of Publicity:

Like advertising and sales promotion, sales can be increased by publicity, too. Publicity carries more credibility compared to advertisement. Publicity is cost free; it doesn't involve direct cost. Publicity offers a lot of benefits to the producers and distributors.

publicity can be made clear from the below stated points:

1. Publicity is an effective medium to disseminate message to the mass with more credibility. People have more trust on news given by publicity.
2. The credibility level of publicity is much higher than advertising and other means of market promotion. People express more trust on what the third party independently says. It appears directly through newspapers, magazines, television, or radio by the third party. It is free from bias.
3. It provides more information as the valuable information is free from space and time constraints. Similarly, publicity takes place immediately. No need to wait for time or space in mass media. It enjoys priority.
4. The firm is not required to pay for publicity. The indirect costs related to publicity are much lower than other means of promotion.
5. It is a part of public relations. It is free from exaggeration; it carries more factual information about company. It is more trustable. It helps establish public relations.
6. Generally, publicity covers the varied information. It normally involves name of company, its goods and services, history, outstanding achievements, and other similar issues. The knowledge is more complete compared to advertisement.
7. Publicity directly helps middlemen and sale persons. Their tasks become easy. Publicity speaks a lot about products on behalf of middlemen and salesmen. Sellers are not required to provide more information to convince the buyers.
8. It is suitable to those companies which cannot effort the expensive ways to promote the product.

9. Publicity increases credit or fame of the company. Publicity on company's assistance in relief operations during flood, earthquake, draught, and other natural calamities highlights its name and social contribution in mass media. People hold high esteem to this company.

10. Publicity can be used by non-commercial organisations/institutes like universities, hospitals, associations of blinds or handicaps, and other social and missionary organisations. They can publicize their noble works by the medium of publicity.

Types of publicity

1. Mouth publicity

Definition: An unpaid form of **promotion** in which satisfied customers tell other people how much they like a business, product or service. Word-of-mouth **advertising** is important for every business, as each happy customer can steer dozens of new ones your way.

2. Direct Mail:

This is one of the oldest types of advertising media. Under this method message is sent to the prospective buyers by post. A mailing list is prepared for this purpose. Circular letters, folders, calendars, booklets and catalogues are sent under this type of advertising. In the sales letter an appeal is made to the buyers separately. It contains detailed information with regard to the product. The main aim of these letters is to create the reader's interest in the product. The letter should be attractive, interesting and convincing. Booklets and catalogues contain information regarding detailed description and prices of different varieties of products.

3. Newspapers and Magazines:

These are the important forms of press advertising, newspapers are the most effective and powerful medium of advertising. Newspapers contain valuable information with regard to different current events. It may be referred to as 'a store house of information'. There are daily, bi-weekly and weekly newspapers. Newspapers have widest circulation and read by many people. The newspapers may be local, provincial or national. Secrecy cannot be maintained in this type of advertising. Another drawback of newspaper advertising is that they are in black and white prints. Coloured advertisements are not covered, which are more appealing and attractive.

Magazines:

Magazines or periodicals are other important media of communication. Magazines may be released weekly, monthly, quarterly, bi-annual or annual. These are read with more interest by the readers as compared to newspapers. Advertisements given in magazines are more descriptive and attractive. They are usually in coloured form which depicts the product nicely and gives lasting impression to the reader.

4. Radio Advertising:

Radio advertising is very popular these days. The advertisements are broadcasted from different stations of All India Radio. Radio advertising can be explained as “word of mouth advertising on a wholesale scale”. The advertising messages can be in different regional languages. Radio advertising suffers from shorter life, limited memory and short messages. Cost of advertising is higher. The message may not be listened properly by the listener. There is no secrecy. This is useful for those who possess radio sets. There is lesser flexibility and lack of personal touch.

5. Television Advertising:

This is the latest and the fast developing medium of advertising and is getting increased popularity these days. It is more effective as compared to radio as it has the advantages of sound and sight. On account of pictorial presentation, it is more effective and impressive and leaves ever lasting impression on the mind of the viewer.

It is a very costly medium which can be employed by big concerns only; it has a shorter life span and limited coverage. Back reference to the advertisement cannot be made after its presentation. The duration of the advertisement is very limited.

6. Film Advertising:

This is also known as cinema advertising. This also provides sight and hearing facilities like television. Short advertisement films are not prepared by big business houses which are sent to different cinema houses to be shown to the audience before the regular shows or during the

intermission. It has more repetitive value but not to the same viewers. Its coverage is limited which benefits the local population only.

It is a very costly medium involving higher distribution and film making costs. Only big organisations can afford to produce advertisement films. It ensures more flexibility at larger costs. Its effectiveness cannot be measured properly. Film making is a time consuming process.

7. Outdoor Advertising:

This type of advertising include different media like posters, placards, electric displays or neon signs, sandwichmen, sky writing, bus, train and tram advertising. This is also known as 'Mural advertising'. The main aim of outdoor advertising is to catch the attention of passerby within twinkling of an eye. The posters also pasted on the back of buses, trains and trams which are greatly helpful in carrying the message throughout and outside the city. Painted displays are prepared by expert painters which carry attractive multi-coloured pictures also to impress upon the people.

8. Window Display:

It is a common method which is usually undertaken by retailers who display their products in the shop windows in order to attract the customers. This is also known as exterior display.

It is the most effective and direct method of influencing the people. Window display has direct appeal to the onlookers. It is instrumental in arousing the desire to purchase in the prospective customers. It acts as a silent salesman.

9. Fairs and Exhibition:

to the large number of people who visit the exhibition. The exhibition may A trade exhibition or a fair is organised on extensive scale which is attended by different manufacturers and traders along with their products to be sold be either organised on local, provincial or

international basis. The examples of some of the international exhibitions are EXPO 70 of JAPAN, ASIA 72 and recent trade fair at Delhi every year.

Different stalls or pavilions “are allotted to various traders who display their goods in these pavilions. The manufacturers also distribute the sales literature and sometimes free samples of goods to the people. Facilities of practical demonstration are also provided to the customers. The customers clearly understand the method of operation and use of the product

VIII

FOCUS AREAS

1. **Design:** it is the core of any boutique. It should be:

- a. Unique
- b. According to fashion
- c. According to the customer choice
- d. It should have full construction details

2. **Marketing and Merchandising:**

First impressions matter. When it comes to fashion, they matter the most. As a store owner it's up to you to ensure your merchandise is displayed in attractive, engaging manner in order to create a buzz and motivate customers to make a purchase. Visual Merchandising can be as simple or as complex as you want it to be. When executed correctly, it will help convey the image of your brand and reflect the target market that your store wants to attract.

Here are 4 quick merchandising tips to add to your *Visual Merchandising* checklist and make sure you're catching the attention of key customers:

- **Displaying the right product at the right time is key** – Merchandise for what you're customers are looking for in that moment. Fall product starts to arrive in stores in June, but that doesn't mean your customer is shopping for leggings and extra thick sweaters during a heat wave in July. Be prepared to change with the seasons, but also with the weather. Unscheduled storms provide a great opportunity to add a rain coat or an easily removable umbrella to a window display and let passers-by know that you have them covered in any emergency.
- **Don't be afraid of change** – Make it a point to change your displays weekly. Customers want to know what's fresh and rely on retailers displays to keep them in the know. If you're in a mall or on a busy street, remind yourself that the same people will be walking by your storefront multiple times a week. Entice them to come inside and shop by ensuring your latest and greatest merchandise is featured for them to see.
- **Use lighting to your advantage** – Lighting can make your product shine and bring colors to life. Accent lighting or spotlights will highlight a product and draw a customer's attention exactly where you want it to go. Are you featuring something new? Something unique? Something only your store carries? Keep these questions in mind and ensure you check the placement of all lights as you're setting up a new display.

- **Maximize the potential of cross selling and add-ons** – “*Eye Level is Buy Level*” when trying to encourage customers to pick up an accessory in line at the cash register or splurge on a gift for a friend, make sure what they spot out of the corner of their eye is accessible and easy to reach. Be sure items are merchandised on displays that are between eye and waist level. Inspire shoppers by layering all featured items on face-outs or mannequins with additional pieces they may not have considered on their own and be sure to accessorize with complementary pieces that pop and excite customers with visual interest.

3. **Manufacturing-** it is totally custom based. The samples were presented to the customer or his or her own design. Important points in manufacturing are-

- a. Maintaining good quality
- b. Order to be prepared on time
- c. Fabric must be appropriate
- d. Accessories used should be of good quality

4. **Inspection and Follow up** - It becomes necessary to maintain the quality right from the production stage in order to deliver a satisfactory final product to the consumer with the right quality which in turn results in getting continuous orders from the same customers.

Types of Inspections

Pre-Production Inspection: This is done before production starts. It is done to crosscheck for final verification of Bulk fabric and trims materials, styling cutting way, manufacturing details and workmanship of the garment or pre-production sample as per the customer requirement.

1st inline production inspection: This inspection is done at the start of production when first production output of particular style of garments is inspected; to distinguish possible discrepancies or variation and to do necessary corrections to be made bulk production. This type of inspection is done at a preliminary stage of manufacturing of a style covering mainly style detail, general appearance, workmanship, measurements, fabric quality, Trims and components, Lot color, printing, embellishments and washing quality.

2nd line Production Inspection: This inspection is done during production to ensure initial discrepancies have been corrected and rectified. This inspection is a follow-up of the

1st inline production inspection and is generally carried out after 1st line inspection when discrepancies have been detected at that time.

Final Random Inspection: This inspection is carried out when the production of the total quantity of an order or partial delivery is completed. A sample lot will be selected from the order and a percentage of the garments will be inspected, this percentage usually being stipulated by the buyer. The AQL sampling inspection system as specified by the buyer.

Garment Defects Classification

Once the samples are selected, each article is to be individually inspected. Defects detected during an inspection are buyer specific so therefore vary from one buyer to another. Defects are classified into the following categories:

- **Critical Defect:** A serious defect that can cause harm or injury to the user and/or result in a hazardous condition.
- **Major defects:** A defect that falls to meet the mandatory regulations directly affecting the usability, saleability, safety and value of the merchandise or as specified by customer buyer are considered as major defects and are generally not repairable for example fabric hole, shading among the panel, wrong measurement, foreign yarn, dye patches etc. The measurement tolerates level may vary from customer to customer.
- **Minor Defects:** A defect that does not adversely affect the usability of the product but does consists of a deviation from the original sample, and may affect the sale of the product. Some of these defects are due to workmanship and some can be repairable but still can deteriorate the serviceability of the merchandise for example stain, skip stitch, wavy bottom hem etc.

UNIT 5 READY TO WEAR GARMENT

Meaning and importance of readymade clothing in wardrobe planning

The garments which are available readily in the shops for different age groups with varied color combinations, up to date styles, latest prints, and trims and also suitable for different occasions and seasons are known as readymade garments. Ready-to-wear is the transition from handmade sewing and tailor-made garments to standardization of sizes for mass production.

In the present changing life style, each and every member in the family likes to follow latest trend with regard to their wardrobe. They want to dress up neatly and like to display their status. In today's fast-moving life, it is difficult to take the time for getting clothes stitched. We have to go to the market to buy a fabric, look for a tailor order stitching and wait till the dress is ready. To overcome this problem, we have an alternative method of buying a readymade dress. Almost for all occasions family members prefer to buy their garments from the leading readymade shops. They are abundantly available for all the age groups. Suitable accessories are also available along with the garments.

The wardrobe planning is to select clothes that are so basic in style and good in design that they are appropriate for the present set up as well as suitable for a few years to come. To derive maximum satisfaction one must develop good clothing practices. Good clothing practice includes the knowledge of wise selection of clothing, possession of an adequate wardrobe suited to various occasions which in turn helps in proper dressing habit.

Difference between customized and ready – to -wear

Ready -to -wear	Customized
They are readily available in many places	They are not readily available
Garments for various seasons and occasions could be purchased whenever necessary	Can not be purchased whenever necessary, we have to place order in advance.
Saves times spent on construction as in case of tailor made and homemade garments	Time consuming
Latest trends in fashion could be updated	Not possible
Branded goods could be purchased on availability	Not possible
Easy care of fabrics is possible with suitable label instructions	No instructions are there
Customers can try out the garments for their personal fitting	Customers can try out the garments for their personal fitting after competition of the garment
Garments may not match the taste of the buyer	Garment are of the taste of the buyer
Proper fitting is not possible sometimes due to wrong size	Proper fitting is there
Expensive than tailor and home-made garments	
In some cases, the readymade garments are less durable due to poor quality institching	Are durable
The garments which are available readily in the shops for different age groups with	Person having knowledge about fashion and having skills in garment construction, foresees

varied color combinations, up to date styles, latest prints, and trims and also suitable for different occasions and seasons are known as readymade garments. Ready-to-wear is the transition from handmade sewing and tailor-made garments to standardization of sizes for mass production.	the upcoming fashion, sketches garment designs, sometimes develop fabrics suitable for a particular type of garment.. A designer can foresee the upcoming fashion and design a range of garments for either one sex or both sexes of different age groups. Some designers work only for one person. Example- Famous celebrities, movie and the costume designers:
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

2.FACTORS AFFECTING BUYING OF READYMADE CLOTHING

The clothes are considered as most visible component of the personality of an individual and are judged repeatedly to assess the characteristics of an individual. The first impression formed prior to the verbal communication affects the success of an individual in this highly competitive society. It is also called surface language, which is a pattern of instant impressions conveyed by appearance. The clothing, facial expression, grooming, gestures, the way one carries oneself, all form an impression others receive by non verbal communication as first impression.

As a surface language, the clothes can be used to communicate, to motivate, to attract, to separate, to show rebellion in the family, peer group or the society. So the selection of clothes by an individual should be done critically to project desired characteristics of the self. The choices of an individual for the clothing are regulated by number of factors. These factors are as follows:

- 1. Social factors**
- 2. Economic factors**
- 3. Psychological factors**
- 4. Technological factors**
- 5. Environmental Factors**

6. Physiological Factors

1. Social factors

1. **Population changes:** The changes in the population has taken place owing to the following:
 - better health services; the total population is increasing
 - shift in population; migration of the rural population to the urban areas in search of job (local migration)
 - proportion of the people of different age groups
 - decrease in size of family; nuclearization of the family
 - Migration of the people to different countries for higher education and better job prospects has led to creation of multi cultural societies (cross border migration)

These changes in population are creating more demand for clothing overall, specific clothing for different age groups, occupations and various activities and global designs and styles in the clothing.

2. **Family location:** The locale where the family resides, affects the type of clothing and the amount of money spent for clothing purchases. The families residing in urban areas have better access to the clothing articles in the markets, their activities are different and have better awareness of clothing items in comparison to rural families. Hence the wardrobe of urban families are different than those of rural families in terms of:

- Type and quality of clothing and accessories
- Quantity of clothing and accessories
- Variety in clothing and accessories
- Frequency of purchasing clothing and accessories

Beside this, the cultural region (Muslim/ Hindu/ Christian/ east/ west) and the geographic location (tropical/temperate) where they are residing affects the choice for different types of clothing.

3. **Occupation:** The type of occupation in which a person is involved affects the specific clothing he requires at the work place. Usually the clothing of work place differs from that of the general clothing. Also some occupations call for specific clothing for identification of different hierarchical levels as well as the required protection at the work site. So the person has to maintain different types of clothes for general use and for work place.
4. **Family mobility:** The movements of the families from one place to other affect the clothing practices of the family. Today the mobility of families has increased owing to the job requirements. Some jobs require a person to move from one place to other to continue it, like in army or bank sector while other jobs require movement due to shifting as in MNCs or pvt. Sector. This instability in place of residence sometimes forces the family members to have a limited wardrobe as well as their mobility to different place might require them to purchase region specific garments.
5. **Housing changes:** The availability of the convenience facilities in the house affect the types of clothes used by the family members. The air conditioning facilities in houses has increased the use of all weather clothing instead of season specific clothing in the families. Also the structure of houses has changed a lot. Adequate storage facilities are available in all the households; this has enabled family members to have different types of clothes according to the seasons as well as for different activities.
6. **Family size and cycle:** The position of the family in the family cycle decides the size as well as its composition i.e., the number of family members and their age group. The family members of different age group have varied requirements for clothes and the number of members in family affects the per capita budget for clothing.
7. **Social role and status:** The social role of a person in the society is

regulated by its age (child, adolescent, adult, elder), the position in the home (child, sibling, spouse, parent, grandparent) and designation at the work place (Owner-employee, manager- supervisor-worker) or in the organization (executive body member/ general body member). Every role has a status attached to it. So to perform their roles, people choose proper dresses to carry out their task effectively and to express their status. Example buying behaviour of the upper class can be easily differentiated from the middle and lower class.

8. **Cultural factors affecting consumer behaviour** - culture is basically the way of living and thinking pattern that is followed from generation to generation in a society. It includes knowledge, beliefs, traditions, morals, values, customs and other such habits that are acquired by people as members of society. Example Indian culture is entirely different from cultures of other Asian, Arabic and western countries.

Example buying behaviour of the upper class can be easily differentiated from the middle and lower class

9. **Occupation** Many professions have a specific dress code which gives them a special identity. For example: People working in the hotel industry, airlines, traffic policemen, security guards, etc. Certain specialized activities require special apparel. For example: Special overalls are worn in the laboratory, during mixing chemicals for pest control by people or by those who work in nuclear power plants. They protect the workers against radiation hazards. Firemen wear apparel made of fireproof fabrics.

- 10 **Gender** - Western culture many traditional garment forms were specifically reserved for one gender e.g. trousers for men and skirts for women. With the relaxation of the earlier rigid social attitudes since 20th century, the roles of men and women have changed. Over a period of time, conventional barriers have been breached wherein fashion for one gender has 'borrowed' components from the other's wardrobe e.g. trouser suits for women.

2. Economic factors

1. **Income:** The increase in income occurs due to high pay scales offered in different jobs and more number of family members earning livelihood per family now-a-days. The increase in income of the family affects the availability of the funds for purchasing the clothing for different family members. Besides basic clothing needs, the specific wants of the family members could also be met with the availability of money in hand. Thus the members could choose different types of garments along with the accessories to improve their appearance.
2. **Technological Advancement**-The developments in the technology related to apparel and textile production and finishing along with the allied sectors affect the clothing choices due to:
 - ☐ Availability of new products with better comfort, durability and finish
 - ☐ Suitability of product to varied end uses
 - ☐ Communication of designs globally at fast pace
 - ☐ Care auxiliaries' and equipment's availability resulting in easy care and maintenance
3. **Changing status of women:** The education and the employment of the female members have changed the financial status and decisive powers in the families. The families have high income level and the women are now taking decisions for the clothing of other family members owing to their empowerment. Besides this, different clothes are required for work and home. Thus the clothing selection for a specific family member has changed a lot in terms of style, colour, texture and their quantity.

3. Psychological factors

1. **Needs:** The clothing is required to fulfill the physiological (comfort, warmth and disposition) and psychological (comfort, conformity and personality) needs of the wearer. So the clothing with specific colour/s, fabric and style is chosen by an individual to have proper fit, comfort and to express the personal self through it. Since every individual have distinct physical characteristics and psychological needs, they require different types of clothing even in same conditions. Beside this, people with special needs (physical and mentally challenged) require clothing as per their needs and their garments may differ in structure and features. Besides this, the needs of an individuals are also regulated by various social and economic factors.
2. **Values:** Values are the standard behaviours expressed by the individuals and are expected by society from an individual. The values of each individual vary as they are affected by different agents of socialization process and they change from time to time. So the values of the members in a family are different from each other. The values we esteem reflect our individuality and play important role in directing our behaviour and decisions. The clothing choices of an individual are thus affected by his/ her values.
3. **Attitude towards clothing:** Attitudes refer to the way one feels, thinks and behaves; are built through experience and interaction with other people. Attitudes and attitude change are influenced by an individual's personality and lifestyle. The clothing is taken as a mean to express ones attitudes towards group conformity, self expression, aesthetic appeal, comfort, economy, etc. So while selecting clothes the individual's attitude affects the type of clothes and accessories chosen for different activities.
4. **Environmental Factor**

Climatic Factors- People living in cold climate need to wear woollen clothes to

keep warm. People living in very hot climates as in deserts need to wear turbans of thick cloth to protect their heads and wear garments made of cotton to stay cool.

Weather - Some fabrics and colors are suitable for winter while others are not, for example synthetics; silk and wool are suitable for winter as they are bad conductor of heat. Cotton and blends of cotton with synthetics are good for summer as they are good conductor of heat and absorptive. There are cool and warm colors. The cool colors are associated with coolness, for example, blue, green, white etc. Warm colors are bad conductors of heat and associated with warmth for example, red, golden yellow and orange. So warm colors are suitable for winter, whereas cool colors are chosen for summer.

5. Physiological Factor

Age Clothes worn by an adult woman are definitely not the same as those worn by a college going girl. For small children dainty prints in soft colours can be chosen. When children enter late childhood stage, boys like masculine colours like blue, greyish blue and brown and girls like to wear feminine colours like pink, green, red etc. Teenagers like to have variety in their clothes. Selection of clothes for adults depends upon the type of work a person is engaged.

Body Structure - Every person has unique figure. Some are tall or short, fat or lean and thin. Some are of normal height and width. A man should wear clothes in accordance to his figure irrespective of latest trends in fashion and design.

Whatever is the body shape, clothes can make it look different. By judicious use of colors and clothes the figure flaws can be camouflaged or salient features highlighted. For example, persons who intend to look taller and thinner should wear clothes that are plain and of single color and with vertical lines and designs. Similarly, those who wish to look shorter and fatter should wear horizontal designs and with two or more colors in

their dress, e.g., if the salwar is of light color, the shirt should be of dark color with horizontal lines.

They may also use frills, piping in their dress to look fat. For a tall and fat lady, clothes with diagonal lines are more suitable. They should also not wear very light or loose clothes. Short coat and jacket too, give a feeling of shortness. All types of clothes do not suit to all body figures. For a fat person light and soft clothes, and heavy and fluffy clothes-like organdy and taffeta, should be used for a lean and thin person.

Activity level- It refers to certain traits in a person that distinguishes him from others. A person can have a personality wherein he/she is confident, introvert and doesn't like to socialise much. Similarly there could be people who socialise a lot and are adaptable, open minded to discuss anything have interest in many activities like swimming, mountaineering etc. these type of people would buy products that suit their interest. An outgoing person would prefer buying trendy and attractive clothes, and prefer sitting in a coffee shop with friends, etc. Similarly an introvert person will have a different choice of colours when choosing a dress, etc.

Interest – personal interest is an attitude, and a way in which an individual stays in the society. The buying behaviour is highly influenced by the interest of a consumer. For example when a consumer leads a healthy lifestyle, then the products he buys will relate to healthy alternatives to junk food. Example if the person is interested in fashion then he will buy fashion products more than the person who is not fashion conscious.

Health - healthy persons are physically and socially active. They are involved in various activities. Hence the need for clothing is more than an unhealthy person.

OTHER FACTORS

Fashion: Fashionable clothes look beautiful. One looks odd when one goes out of fashion. Few fabrics and colors are in fashion while others are not. Some clothes should be brought according to fashion and others should be simple. Children belonging to

high-income group can wear fashionable clothes to great extent as compared to low- income group. Too much of fashion should be avoided.

Selection of clothes should be very judicious so that we can buy best clothes by spending minimum amount of money.

Politics _ Individuals have a specific perception and image of themselves. These self- concept or self-images are closely connected to the personality of the products or services patronised by them. This means that consumers tend to purchase goods or services, which according to them have symbolic image closely related to their self- image.

Public personalities associated with politics may, by virtue of their charisma and achievements, evoke people to emulate them through clothing. The jacket with a band collar called *bandhgala* jacket worn by Pandit Jawarharlal Nehru was a popular alternative to the western menswear suit in the 1950s. Lady Diana was a global icon whose style was appreciated for elegance and appropriateness for the occasion.

Spiritual beliefs : A belief is a descriptive thought, which a person holds about certain things. It may be based on knowledge, opinion, faith, trust and confidence. People may hold certain beliefs of certain clothing . Beliefs develop certain images about particular clothing, which inturn can affect buying behaviour.

Personality

The personality, value and culture of a person can be judged easily from his dress. There are different types of personalities.

Highlighting salient features of the personality and camouflaging the figure flaws to some extent is possible through dress. Improper dressing makes person a laughing stock and causes inferiority complex.

On the other hand, proper dresses help in building self-confidence which is essential for the proper development of personality. This affects our behavior and mannerism and develops harmony and personality.

Clothes are an indication of caste, place, state, and occupation of the person. Clothes affect the personality of the wearer. People who are introverts prefer light and sober colors whereas extroverts like bright and gaudy clothes.

National spirit : This term is used to measure the consumer responses to foreign made products. Under this, there can be two types of consumers – consumers who are highly ethnocentric and who feel it is inappropriate to purchase foreign made goods. In India, sometimes the term ‘swadeshi goods’ is used. If such individuals are in reality highly ethnocentric, they would exclusively go for the purchase of ‘Indian made’ products – like khadi clothes etc..

Media

4. AREAS

Traditional and Handloom sector is linked with the artisans which make the clothing with pride to show off their skills and their identity. Indian dresses are all about grace and elegance. The ethnic aura of different Indian outfits, including sarees, salwar kameez, lehenga and many more, help you to look fashionable. In the past this versatile and graceful ethnic fashion is the kind of style which was available only on prior orders of consumer demand. But with the changing of time traditional wear has always had a special place in the hearts of fashion-conscious Indian women and men. The best part about donning ethnic wear is its ability to evolve into something unique that will definitely make you stand out in the spotlight. Not only does Indian ethnic wear speak the language of eternal grace, but it also takes you back to our country's cultural and sartorial roots. This very school of thought is responsible for changing the face of ethnic fashion in India, by entering

into the field of ready to wear garment clothing to meet the demand of consumers.

.The traditional and handloom sector now dream to build the biggest, trendiest ethnic fashion destination that makes shopping as comfortable and easy as possible.by introducing latest fashion garments like .salwar kurta, skirts shirts, trouser,sarees,toppers,scarfs,lehangas,frocks Pants. Achkans etc. For example in past lehenga for wedding was available only on prior orders but now available in variety of designs,colour,and sizes ready to wear. Make any occasion or festivity you attend a stylish affair by diving into a collection that is so vibrant that it will definitely take your breath away. Globalisation has heralded new industries and increase in number of working women has resulted in increased disposable income which in turn has fueled this market segment. The Internet has exposed women to fast fashion and has resulted in awareness on fashion trends and styling. As a result women are also experimenting with fusion looks. Dresses with traditional prints, short kurtis with straight pants are making inroads in everyday fashion. These combinations make the ladies stand out be it at the workplace or at social outings,” “Ethnic wear is not just limited to traditional occasions and festive seasons anymore.People are sporting these looks at the airport, for meetings and in parties,”

Clothing for Infant (8 to 9 Months)

The three “musts” in clothing the new born baby are warmth, comfort and hygienic qualities. The new born baby will react to the variable temperature of new environment. Babies heat up and cool off more quickly than do grown-ups. The new baby is more subject to fever producing infections, many of which can be transmitted by clothing if care is not exercised. During the first few months of life, the baby will sleep 80 per cent of the time and must have comfortable clothing for sleeping. The most suitable fibre for infants clothing is cotton, because it is soft and can be kept hygienically safe by washing in extremely hot or boiling water.

diapers, towels, napkins, footwear, bath and hygiene, toys, travel seats,mittens

booties, jhabla, frocks, etc. are available in the market

Clothing for the Toddler (1 to 2 Years)

The toddler needs clothing that provides maximum freedom for all the activities usual at this stage. Overalls are preferred. One piece garments with gripper openings at the legs or crotch are commonly worn by toddlers, although one- piece clothing is soon outgrown because of the rapid growth in this period. During creeping and toddling years, one-piece pyjamas are usually safer and neater than two-piece ones. Pyjamas should be made of soft washable materials. Shirts, t-shirts, shorts, jeans, trouser, dungaree, nightwear, inner wear, jackets, party wear, sportswear, swim wear etc products are available in the market.

Clothing for the Pre-School Child (2 to 4 Years)

Clothing for the pre-school age child may be a major problem for the family because it is expensive and used only for a short time. Clothing should be selected to help the child develop self-reliance, practice social skills and interact with peers. Garments should be flexible, comfortably warm, easily cleaned, soft, convenient for frequent toileting, adjustable to the rapidly growing body and attractive in design and fabric.

The wardrobe of the pre-school child must be chosen with as much care as that of any family member. Many factors affect the size and content of child's wardrobe. The pre-school child needs clothing that fits close to the body and is free from dangling ties or ornamentation that might catch on things. Growth is more rapid during the pre-school years. Buying clothes with growth features will enable a garment to be worn over a longer period of time. Shirts, t-shirts, shorts, jeans, trouser, dungaree, night wear, inner wear, jackets, party wear

, sportswear, swim wear etc products are available in the market.

Clothing for Expecting Mothers (Maternity Wear)

Maternity clothes around the world have been undergoing significant changes. There is greater demand for fashionable maternity clothes. Nowadays pregnant

women are no longer trying to hide their “Baby Bumps” instead chooses to wear garments which fit their new shape often emphasizing the bust and abdominal area. There are many brands which produce everyday wear for pregnant women. As the body shape is changing the maternity clothing is made with Lycra and elastic for stretch and growth. The outerwear category held a major share in the market and is expected to witness significant growth due to rising demand for formal wear among pregnant working women population across major cities in developed and emerging countries maternity wear that provide t-shirts, camis, jeans, and sweatpants with the classic, clean lines tunics, night wear, inner wear and frocks etc for women of all sizes.

Sportswear or **activewear** is [clothing](#), including [footwear](#), worn for [sport](#) or [physical exercise](#). Sport-specific clothing is worn for most sports and physical exercise, for practical, comfort or safety reasons.

Typical sport-specific garments include [tracksuits](#), [shorts](#), [T-shirts](#) and [polo shirts](#). Specialized garments include [swimsuits](#) (for [swimming](#)), [wet suits](#) (for [diving](#) or [surfing](#)), [ski suits](#) (for [skiing](#)) and [leotards](#) (for [gymnastics](#)). Sports footwear include [trainers](#), [football boots](#), [riding boots](#), and [ice skates](#). Sportswear also includes [bikini](#) and some [crop tops](#) and [undergarments](#), such as the [jockstrap](#) and [sports bra](#). Sportswear is also at times worn as [casual fashion](#) clothing.

For most sports the athletes wear a combination of different items of clothing, e.g. [sport shoes](#), [pants](#) and [shirts](#). In some sports, protective gear may need to be worn, such as [helmets](#) or [American football](#) body armour.

Sports fabrics are technical materials which help to keep the wearer comfortable during exercise. The type of fabric required will depend upon the intensity of the exercise and the activity. [Yoga clothing](#) should use fabrics with exceptional stretch ability for easy movement which will likely require the fabric to be of a knitted construction. Apparel for long distance running will keep the wearer in good comfort if it has excellent moisture wicking properties to enable sweat to transfer from the inside to the outside for the garment. Performance clothing for

outdoor sports in the winter or snow sports should use breathable fabrics with very good insulating properties

MENS WEAR – Trousers and shirts are extremely comfortable and are fabricated from the best fabrics. Moreover, these shirts and Trousers are available in a variety of sizes and types such as formal, casual, semi-formal, semi-casual, denim and many more. Ethnic style kurta pajama, achkan, sweaters, jackets, t-shirts, shorts, socks, caps, sportswear, swim wear and many more varieties are available in the market for men's wear.

Female wear- Tops, skirts, palazzo, trousers, leggings, frocks, gowns, one piece, saree, lehenga, night wear, nighties, shapers, pyjamas and lounge pants, scarfs, shawls, stoles, track pants, joggers, sportswear, maternity wear, swim wear, etc are easily available in the market to ready to wear.

4. READY MADE INDUSTRY DEPARTMENT

1. Merchandising Department - Merchandiser is a person who interacts with the buyer and seller, and also puts efforts into proper relation between buying offices, buying agents, agency and seller, exporter in terms of executing an order. A garment export unit generally has many departments like stores, cutting, production, packing and checking. Merchandising department is the star of the department among all the working departments in the export concern, because merchandising is the only department having maximum control over the departments and totally responsible for profit and loss of the company. The job

of a merchandiser is to coordinate with the entire department in the office as well as the customers. Merchandiser meets the buyers and collects the details of their requirements to develop the relationship with the customer. After conformation of an order from the buyer the planning process for execution of the order is done.

2. Designing and sampling are the main process in garment industry and it has a vital role in attracting buyers. The buyers generally place the order after they are satisfied with the quality of the samples. The samples decide the ability of an exporter. The buyer will access the exporter and his organisation only by the samples. The purpose of sampling is not only to get bulk orders and also give some additional benefits to the exporters. By doing sampling the exporter can estimate the yarn consumption for developing the fabric, a clear idea on costing and more over the manufacturing difficulties. There are different phases of sampling; the first phase covers the development of the initial concept or design idea through its approval by the customer. The second phase covers the process following acceptance of the first prototype sample and includes the functions of sourcing and ordering component, testing the product and carry out trials and finalized sample specifications. The third and final phase includes a range of activities that are carried out before large scale or bulk production capacity outside the home producer or developers wherever this is applicable.

3. Spreading, Marker Planning and Cutting Department - Approved sample, pattern and measurement chart must be ready in the department. The head of the department will be a pattern master. His skill will be a very big asset to the company by way of saving the fabric and making new designs for the export trade.

Machinery required: one cutting machine. One table of 18 m/1.5m length and breadth

Spreading - In the cutting department, spreading plays a vital role. In spreading, the number of plies of fabric, that the production planning process has dictated to the

length of the marker plan, colours required are correctly aligned as to length and width, and without tension. This saves time, cost of cutting and cost of materials.

Marker Planning The amount of fabric consumed per garment and the total profit of the garment unit is decided by the marker planning and marker making. The length and width of the marker is very important here. Based on this marker only the spreading length will be decided. The fabric consumptions and fabric wastages depends on this marker making. The industry has always paid great attention to marker planning, because when the cutting room cuts cloth it spends around half the company's turnover. Any reduction in the amount of cloth used per garment leads to increased profit.

4. Stitching - Power operated machines preferably batch system is used to get uniform quality and better productivity. Production in charge will be responsible for the sewing operation. He must know quality aspects in every stage, guide tailors and supervisors to get the work done at satisfactory level and to meet the targets. Additional to sewing machines, attachments, guides, folders are required for special operations. Machines like Double needle, Feed of arm, Button Hole and Buttoning machines are also required.

5. Finishing Department - Either for effects or shrinkage garments are washed. Washes vary depending upon the type of fabric used and the type of garment. Some of the common washes are garment wash, stone wash, caustic wash, bleaching acid wash, sand wash and enzyme wash.

Machinery required : Washing machine, Hydro Extractor, Tumbler Drier, Store/Chemicals

6. Inspection - Inspection is an important concept in all stages of garment production. To get the quality product, check and controls must be ensured in each stage of the production. This will also avoid all kinds of mistakes. Prevention is better than cure and also do the things right at the first time. These will really bring an awareness in the production line. By any chance an alteration or a mistake in the garment is difficult to be rectified properly. For upkeep of quality, good housekeeping and cleanliness should be of top priority.

7. Pressing and Folding - Presentation of a packed garment makes all the

difference in sales. The real skill of the industry lies in this point. A welltailored garment can be finished badly or a badly stitched garment can be presented properly. Garments can be folded as follows:

1. Stand up pack
2. Plat pack 3. Deadmen fold
4. Semi stand pack

Machinery Required

Steam pressing with vacuum table, Dummy blowers, Shift folding tables, Stainremoving guns.

8. Packing and Despatching - In the garment export trade packing is an art and is a very important stage. If the presentation and packing is good, it will really attract customers and sales will be faster. Our ultimate aim must be to impress the buyer with quality product. While packing, ratios, size, colour, tables are to be observed and followed meticulously. As policy matters decision taking or making has to be done as early as possible. Delay in minutes/ hours will create problems and losses. Concentration, involvement and commitment will fetch real good foreign exchange to the entrepreneur and to the country in the international market.

9. Ware house or store All the departments in a clothing industry require administrative support for their operations to ensure orderly and systematic functioning. The procedure covers preparing orders to supplies, checking goods, timing and methods of stock taking, imports and exports, obtaining credits for returned goods and materials, issuing credit for customer returns, negotiating and issuing tenders for major projects and purchase of furniture and equipments.

Recommended Books

- Srivastava, M., Computer Aided Apparel Fashion Designing and Production Pattern Making, Himanshu Publications, New Delhi, 2011
- Hallet. C, Johnston. A., Fabric For Fashion-The Swatch Book, Laurence King Publishing Ltd., London, 2010
- Hallet.C., Johnston. A., Fabric For Fashion- A Comprehensive Guide To Natural Fibers, Laurence King Publishing Ltd., London, 2010

- Humphries., Fabric Reference (II Edition), Prentice Hall International, New York, 2000
- Pamela, C. Stringer., Pattern Drafting For Dressmaking, Augustan Publishers & Distributors, Delhi, 1995
- Michele M. Granger, Tina M. Sterling, Fashion Entrepreneurship Retail Business Planning, Fairchild Publications, 2011
- Eassey M., " Fashion Marketing" Blackwell Science, 1994
- Kotler Philip, " Marketing Management " prentice Hall, New Delhi, 2000
- J. Jarnow and K.G. dickerson, " Inside the Fashion Business", Prentice Hall, 1997
- Elaine Stone, Jean A Samples, "Fashion Merchandising", Mc Graw Hillbook, 1985
- Readers Digest, Complete guide to Sewing, Pleasant ville-Nu Gail L, Search Press Ltd, 1993

E BOOKS

- On Trend – The Fashion Series -
<http://www.deborahweinswig.com/wpcontent/uploads/2017/02/From-Runway-To-Checkout-February-1-2017.pdf>
- Fashion Studies –Text Book
http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf
- Fashion & Style - http://www.gov.pe.ca/photos/original/4hsk_fashionRG.pdf
- <https://www.mooc-list.com/course/management-fashion-and-luxury-companies-coursera>
<https://www.mooc-list.com/course/fashion-style-icons-and-designing-historical-elements-kadenze>

