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This comprehensive book provides students with the skills and savvy needed to become successful buyers in any area of retail. With a simple and straightforward approach,

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Clodfelter presents step-by-step instructions for typical buying tasks, such as identifying and understanding potential customers, creating a six-month merchandising plan, and developing sales forecasts.

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Part I Understanding the Retail Environment Where Buying Occurs
1. Today's Buying Environment
2. The Buying Function in Retailing
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How to Become a Retail Buyer for Major Stores

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assets), promotion (ads, events, PR), operations (stockroom, maintenance, customer service), merchandising (identify and purchase goods)

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business.

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What is Retail ? Retail involves the sale of goods from a single point (malls, markets, department stores etc) directly to the consumer in small quantities for his end use. In a layman's language, retailing is nothing but transaction of goods between the seller and the end user as a single unit (piece) or in small quantities to satisfy the ...

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the retail business 1.You are not opening this store/boutique

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for your ego. This is a business to make money. 2. You are not buying clothing or items for yourself. You are buying goods to sell to your target market. 3. From day one think about the big picture which includes having more than one store. 4. You (the owner) should NOT plan on ...

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If you try it, you'll either end up buying too few—or more often, too many. Here's the equation: $\text{Sales} + \text{Ending Inventory} - \text{Beginning Inventory} = \text{Purchases}$ (Experienced retailers recognize this as the basic formula for Open-to-Buy, which can be worked in units, at cost, or at retail, depending upon which is easiest and most useful to you.)

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