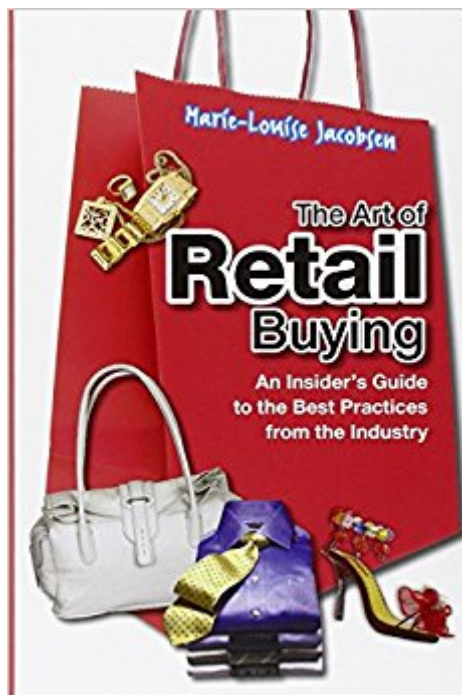




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The Art Of Retail Buying: An Introduction To Best Practices From The Industry



Synopsis

Buying for retail is a demanding and challenging job that requires a creative flair, a strong awareness of fashion trends, life trends as well as good interpersonal and team working skills. Buyers and merchandisers have to ensure that the right merchandise is being sent to the right stores, at the right time, in the right quantities. This takes a blend of forward planning and rapid response to consumer demands. In combination with the other areas of the business, success comes from maximizing profit, which is achieved through anticipating customer needs and responding rapidly to immediate issues. It involves complex data analysis, liaison with the stores operation teams and balancing store stock levels. To succeed as a professional buyer, you will need strong analytical and numerical skills, an interest and understanding of consumer demands and strong commercial awareness. You also need to have an ability to understand and prioritize issues quickly and efficiently. Progression into the Merchandising function also involves the ability to manage change. The better equipped you are in your buying function the better you will be able to adapt to these changes. The best change of all is to graduate from a good buyer to an outstanding one! To handle the complexity of data and to enable you to contribute effectively in the critical role of a buyer, you need the right skill-sets and a right mind-set. Both of which can be learned in The Art of Retail Buying. This easy to read guide is written in a concise & pictorial style with colorful images that enables you to follow step-by-step each function of a buyer. The Art of Retail Buying will inspire you, motivate you and encourage you towards merchandising excellence!

Book Information

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Customer Reviews

Marie-Louise Jacobsen has more than 28 years of international marketing experience in retailing and merchandising. Part of her career in the retail industry was spent in Asia where she was the General Manager of Merchandising for Robinsons & Co. Singapore for 16 years. Prior to that Marie-Louise worked in Denmark as an International Marketing Manager for Royal Copenhagen Retail, and as Vice-Director with AC Illums A/S in Copenhagen.

This is really great. Unlike most textbook style books, it's written in a very readable way.

Very good tips and info in this book.

Very good book. Breaks down different the functions of a buying and gives various case studies as examples. If you are interested in buying, this is a must read.

It covers wider areas of retail buying techniques, the contents is easy to read and understand. I highly recommend to all fresh buyers.

Perfect condition and great price. Absolutely love and am so satisfied with this product. never knew how cool these were and how perfect they fit:)

The art of Retail Buying is a pleasant surprise and a respite from hordes of new so-called 'authoritative' books being peddled in the market. For starters, there is a lack of adequate variety of published material in its category. And pointedly, the author is not an academician, but a practitioner who draws from years of experience in strategic retail buying and merchandising. Reading the book was a breeze because of its order. The content is presented in a narrative 'what you must know and do' manner. In addition, it is refreshing to note that most chapters or activities are supported by pertinent on-ground issues and challenges experienced and negotiated by Marie-Louise herself. And a series of helpful categorized glossaries cap the entire book as well. To all those considering a career in retail buying, or those in the space but need to ascend their competence, or those who would like to reinforce what they know about retail buying -- this book is not to be missed.

This is a must read for everyone that is in the Retail Industry, for people selling to the Retail Industry and people studying for their MBA in sales & marketing - Retail. The book is easy to read, rich in

content with loads of colored pictures illustrations and many case studies. It explains very complex methodologies, strategies and forecasting plans in an uncomplicated yet concise and informative writing style. If you are looking for information on assortment planning, how to buy, math & budgets, planograms, brand strategies and how to create customer demands, then this is the book for you!

I have been in the retail game for many years and I always yearned for a simple but comprehensive book that I could recommend to new as well as seasoned buyers in the retail industry. I have been looking for a book which will assist them in receiving a knowledgeable insight as to the buying processes which enables them to understand what is required of them and even more so, an enhancement to achieve, and improve their own buying skills during their career path. This book is the best one that I have found which embraces "the art of retail buying"

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