**Fashion Merchandising: Principles and Practice 2**

**The activities of buyer and merchandiser**

The buyer role is defined as:

*Responsible for overseeing the development of a range of products aimed at a specific type of customer and price bracket (Gowoerk 2007)*

*Concerned with the* ***qualitative*** *aspects of buying – product features that bear on its ability to give customer satisfaction (Varley 2006)*

The merchandiser role is defined as:

*Responsible for setting the financial parameters of a garment range. (Gowoerk 2007)*

*Concerned with the* ***quantitative*** *aspects of buying – estimating sales, planning deliveries and distribution of goods to stores (Varley 2006)*

**Exercise 1 – what are the *activities* of the buyer at each stage of the model?**

|  |  |
| --- | --- |
| Concept to carrier bag step | Buyer activities |
| 1. Research |  |
| 2. Concept |  |
| 3. Product development |  |
| 4. Sourcing |  |
| 5. Manufacturing |  |
| 6. Shipping |  |
| 7. Warehousing |  |
| 8. Distribution |  |
| 9. Retail |  |
| 10. Carrier bag |  |

*EG: Research – inspirational shopping trips to Milan, New York, Hong Kong to define competitor product offers*

**Exercise 2 – what are the *activities* of the merchandiser at each stage of the model?**

|  |  |
| --- | --- |
| Concept to carrier bag step | Merchandiser activities |
| 1. Research |  |
| 2. Concept |  |
| 3. Product development |  |
| 4. Sourcing |  |
| 5. Manufacturing |  |
| 6. Shipping |  |
| 7. Warehousing |  |
| 8. Distribution |  |
| 9. Retail |  |
| 10. Carrier bag |  |

*EG: Research – macro market data research and analysis to define the size and strengths of the target market*

**Exercise 3 -** The activities of the B&M function when creating a season’s product range lasts from the initial planning process through to the sale of the last garment at the end of the season

*Answer A: Agree*

*Answer B: Disagree*

**Exercise 4 -** How long do you think that process can take?

*Answer A: At least 12 months*

*Answer B: At least 9 months*

*Answer C: At least 6 months*

*Answer D: At least 3 months*