

CORE COURSE – VIII (CC) - APPAREL MERCHANDISING

UNIT 1

Merchandising concepts: Definition of merchandising – merchandising as a business function – Behavioral Theory of the Apparel Industry – Relationship within the apparel Industry and between the environment and the industry – Evolution of merchandising in Apparel Industry – Merchandising Technology : Role – quick response business system – sources and capabilities – making quick response in to accurate response.

UNIT 2

Market environments – political – legal – technical – social and cultural environments, basic aspects of culture, analytical approach to culture factors- cross-cultural challenges.

Apparel market and environment of marketing – micro and macro marketing environment trends- development – size and structure of Apparel and Fashion Market- apparel market – study of markets and segments. Contribution of Fashion markets to the Apparel Industry. Major fashion markets of the world – Italy- Paris- U.S.A.- Japan.

UNIT 3

Consumer behaviour in Apparel and Fashion Market – Fashion Buyer – Decision Making – Psychological and sociological aspects – Product Planning and development – Development of new product. Apparel and Fashion Market practices and Procedures.

UNIT 4

Merchandising System : Planning – developmental presentation – merchandise planning- fundamental- overview of line process – traditional line planning – forecast based merchandise planning. Merchandising perspective on pricing and profits – planning and controlling merchandising budget – components of merchandising budget and its mechanics.

UNIT 5

Introduction to Sourcing – Apparel Costing & Quality Assurance for merchandising Introduction to retail merchandising & visual merchandising

References:

1. Castelino, M. Fashion Kaleidoscope, Rup & Co., 1994
2. Mike Casey, Fashion Marketing, Blackwell Science UK 1995
3. Merchandise buying and management: Fairchild Publications1998.
4. Grace I. Kunz, Merchandising: Theory, principles and Practices. IOWA state university, fair child books2003
5. Oleon Peter, Consumer behaviors and marketing strategy, McGraw Hill Publications.2000

6. Leslie Devis Burns & Nancy O Bryants, Business of Fashion, Oregon State Univ. pub 2000
7. Fashion: From concept to consumer, Frings G.S., Prentice Hall 6th edition, 1998