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management process, this revised and updated second edition gives an insight into the operations and practices used by retailers to achieve their product strategy objectives.

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A number of large, well-known retail organisations offer graduate schemes, from clothing retail brands and supermarkets to homeware retailers and department stores. Schemes are available in a variety of related areas such as digital, distribution, buying, finance, IT, management, merchandising, online and

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Buying is one of the most important roles in the retail and consumer sector. It is the buyers who decide what products the company is going to sell, and from where it is going to be sourced. Whether a

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supermarket stocks mangos from Brazil, or beef from Japan, it will be the buyers who made the decision.

~~An Overview of Buying & Merchandising  
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Retail buying and merchandising is a very exciting field that looks at how retail

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enterprises go about planning the buying and selling of the right products, at the right place, right time, in the correct quantities, to the correct customer and at the correct price. However, it isn't an easy topic to get your head around and that's largely due to the fact that the subject matter is littered with specialised

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Incorporating significant new chapters and integrating discussions on the relationship between the product and its selling



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environment, and the overall retail brand, this second edition builds on the foundations of the highly successful first edition, and uses a broad range of contemporary case studies and practical examples to give a clear and concise introduction to retail product management.

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Retail Merchandising refers to the various activities which contribute to the sale of products to the consumers for their end use. Every retail store has its own line of merchandise to offer to the customers. The display of the merchandise plays an important role in attracting the customers

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into the store and prompting them to purchase as well.

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Merchandise Buying involves sourcing goods from vendors and wholesalers at the best possible cost to achieve maximum

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profitability. Merchandise Buying and Planning work hand in hand as the buyer must understand the merchandise financial plan and what products will drive sales in that category. A buyer must be fiscally responsible ensuring they are purchasing goods in line with their seasonal plans (prior to the season) and the Open to Buy

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