

Unit III

Functions of marketing

Functions of the marketing department

- 1) Marketing – marketing calendar, product pricing , piece evaluation, product planning, customer**
- 2) Merchandising – warehousing of finished goods, allocating customers order, packaging the order , transport, inventory control, delivery**
- 3) Sales- advertising , publicity, personal selling , presentation(fashion show)**
- 4) Selling- showroom based staff , representatives, agents**
- 5) Sales for forecasting and budgeting**



Marketing calendar

What is a Merchandise Marketing Calendar?

A merchandise marketing calendar usually takes the form of a spreadsheet that provides a birds-eye view of a retailer's merchandise plan and marketing strategy for new product launches. It outlines new product drops, deadlines, and the required action to create and publish content to build brand awareness, generate leads, and ultimately,

Here we'll learn more about the uses of a merchandise marketing calendar and the information to include to help you build and execute on a successful retail marketing strategy.



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Who Should Use a Merchandise Marketing Calendar?

Merchants who sell a physical product via their ecommerce store, pop-in or pop-up shops, or who have a brick-and-mortar location can all benefit from a merchandise marketing calendar.

introduce new products to your community is crucial to keep them engaged and also helps refresh your website and store. Even if you're not launching a new collection each season, you can repurpose and promote previously released products as part of your merchandise planning and marketing strategy.

Repurposing your products and showcasing them differently can result in an increase of sales for an item that you've already had in inventory for a while. Repurposing refers to putting a different spin on an existing product by styling it differently, creating new visual



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1. Merchandise Marketing Calendar Dates

You can organize a Google Sheet to include a new tab for each month of the year. I like to create the template for the entire year all at once, but you can also go month-by-month. Within each tab, the first two columns should be used to organize information by date, including the day of the week. Listing the days of the week can help to remind you of daily hashtags that you can use for Instagram, like #TacoTuesday and #WellnessWednesday, for example.

2. Merchandise You Plan on Marketing

The "Merchandise" column is where you can list the merchandise or products you would like to market on a given date. It can be a quick note that states the name of the product you want to sell, or it can go into more detail. It's up to you to decide if you're going to break down your merchandise marketing into daily campaigns or if you want to focus on a specific product or collection each week and focus on a different detail each day.



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For example, if you have a printed blouse collection for fall called "Indian Summer Bouquet," you can do the following over a one week span:

- **Monday:** Introduce Indian Summer Bouquet collection with a lifestyle image
- **Tuesday:** Share the inspiration behind the collection with a photograph of your mood board
- **Wednesday:** Share information about the fabric printing process
- **Thursday:** Share information about where the products are made
- **Friday:** Offer styling tips for blouses from the Indian Summer Bouquet collection for casual Friday
- **Saturday:** Offer weekend styling tips for shirts from the Indian
- **Sunday:** Share a lifestyle photo of someone eating Sunday brunch while wearing a top from the Indian Summer Bouquet collection



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Fashion Industry Price Point Classifications

Budget or mass market - The low end of the apparel spectrum with clothes, footwear, and accessories that retail at relatively low price points. Garments are typically at fair quality and at fair value. Often casual sportswear such as jeans and T-shirts falls into this category. However, the clothing category is not the primary issue at hand. For example, not all jeans or tees would qualify. Keep in mind that these silhouettes can be designed by high end designers and would too expensive to be for budget or mass market. It is important to think of the brand in addition to the garment type. Mass market apparel sometimes is a knockoff of higher priced designer items.

When we say "knockoffs", we refer to clothing with similar appearance but are sold at popular prices to the masses. It is important to note that "typically" the quality would be lower along with the price. The "mass market" segment received its name because it serves the "masses" (has a large consumer base). The mass market and budget driven stores typically buy in large quantities so they are able to keep retail prices low. Many designers are starting to turn to mass market retailers such as Target to introduce lower-priced, but well-styled merchandise: Cynthia Rowley, Todd Oldham, Liz Lange, Isaac Mizrahi are a few. Old Navy, Cherokee, and Mossimo are a few

typically buy in large quantities so they are able to keep retail prices low. Many designers are starting to turn to mass market retailers such as Target to introduce lower-priced, but well-styled merchandise: Cynthia Rowley, Todd Oldham, Liz Lange, Isaac Mizrahi are a few. Old Navy, Cherokee, and Mossimo are a few popular budget labels. Product sold at mass market is intended for broad consumption.

Product is often derivations of popular styles and staples. This is the lowest price classification in which one would find advertised brand names. Prices are below average. Promotion of this price range to consumers is often based on value. Retailers in this space typically work on high volume and low profit margins.

Discount or Off-price – Low priced merchandise. This price range may include samples, close-outs, discontinued, season items or irregulars. *The clothing could have been at any price originally, but is retailing for less now.* Outlet malls or stores like Ross are example of off-price retailers selling a mixture of discount labels. This category contains two primary sources of merchandise. The first kind are produced specifically for the discount market. The second sort of discount goods is clothes that have been sold in the off price market because the items didn't sell at the originally intended price point category. Some designers move down to discount price point if their brand is becoming less sought after

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Apparel price point categories

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Have you been confused by terms such as bridge, contemporary or moderate used to describe the different classes of goods in the apparel industry? So is everyone else, definitions are blurring all the time. [This is doomed to be a work in progress, your clarifications and corrections are welcomed.] Usually, the price point category refers to where the product lies in the pricing spectrum ranging from discount to designer. However, some definitions aren't so neat and tidy. For example, some product classes -like sportswear or sleepwear- can limit your price point category. I don't think there is such a thing as designer sportswear according to the industry's definition (gracefully sidestepping consumer marketing efforts) which is limited to

Discount: (also known as Off Price)

There are two kinds of discount goods. The first kind are produced specifically for the discount market, *usually* low quality throw away type items. Some items produced for discount are known designer names who've over licensed their brand. Oleg Cassini is probably the most infamous but there are plenty of brands that produce items that are only intended to be sold at their outlet mall store. Wal-Mart is easily the best known discounter.

The second kind of discount goods are products that have been sold in the off price market because the items didn't sell at the intended price point category (close outs and discontinued). There's a broad range of discount stores too. Some sell goods that are disposable (dollar stores) and others sell moderate (TJ Maxx) and others better to bridge or contemporary (Burlington Coat Factory).

Discount is difficult to pigeon hole because it is relative. All other price point categories are easier to define by price



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(gracefully sidestepping consumer marketing efforts) which is limited to dressier items but you can find dresses in every category. To make matters more confusing, it is possible to find sportswear by known designers in their lower tier labels. Even more perplexing, it is possible to find designer or bridge items at discount where it means another thing entirely. Let's take a stab at this, shall we?

The initial or intended category usually falls along price lines. It is typical that quality levels increase or decrease accordingly. The categories are:

- Discount
- Budget or Mass Market
- Moderate
- Contemporary
- Better
- Bridge
- Designer
- Haute Couture

Budget or Mass Market:

Intended for broad consumption, these are often derivations of popular styles and staples. Some are notorious (Forever 21). Sears sells budget priced products and probably Penney's too.

Moderate:

This can be difficult to define; a lot of labels straddle this category. These include brands like Levis and Zara.

Dillards is considered to be a moderate department store although their men's wear can hit contemporary and better price points. The bulk of sportswear falls into this category if not lower.



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Better:

FYI: this is the cut off point for children's apparel although most lines are moderate or lower. This is usually the lowest price point category for what consumers consider a "designer" line such as Jones New York and Liz Claiborne. Again, it's hard to pigeon hole a "designer" name brand because they have a **stable** of similarly named labels designed to hit varying price points.

Contemporary:

Although similar or higher than Better in pricing, Contemporary implies the latest in new styling being avante garde and trendy. Targeted for younger fashion-forward consumers, sizing is typically limited to juniors and misses. Examples of contemporary lines are Bisou Bisou and Betsey Johnson. A lot of DEs are actually in this category although some entertain the notion they're bridge or designer*. In my opinion, this is the cut off for sportswear*.

*One designer I know just couldn't understand the limitation of product class and how it affected her line within price point categories. She produced a sample line of upper end sportswear, really nice stuff but her product limited her to contemporary -at best. After going back and forth with others who were attempting to grind some sense into her, she quipped "I've decided I'm a designer line" and then proceeded to adopt all the trappings of designer lines (four color glossy catalog etc). Then she stalled not being able to find a sales rep and we haven't heard from her since.

Pity, she was quite talented.



Production planning is the very important department in garments industry. Production planning is the controlling aspect of garments industry. It involves everything & every task in the process to execution the delivery of goods within time frame. So, production planning is the controlling of production & manufacturing process determined by time frame. Planning department plan every style to execution the order within time limit. Without time frame garment cannot sustain so garment industry must follow every task by scheduling. Each order has a delivery date & production plan department follow production plan on the base of delivery date. They know when fabric & trims in-house in factory will. Basically some of fabric & trims come from Local & internationally .So, they plan both option on the base of delivery date. A buyer can judgment by shipment percentage & where the vendor current position? So production planning department must follow some of the important tasks in the following.

Product planning

1. Capacity planning.
2. Time & Action (TNA)
3. Scheduling.
4. PP meeting.
5. Order Allocation.
6. Man power & M/C allocation.
7. Execution Of every tasks.
8. Materials planning & In-house follow up.
9. Delivery Meet.



Finished Goods Warehouse in Garments

Finished goods warehouse of a garments industry is the goods storage area where keep finished garments in carton as per buyer required packing list. Temperature and **mold prevention** is very important in finished goods warehouse. Many garments factories have CTPAT (Customs Trade Partnership against Terrorism), restricted block area covered by security. Finished goods warehouse is very much restricted area, only related employees are allowed here. Carton should handle sensitively here; carton quality is big issue to customer, crushed carton effects on product quality. This article is about finished goods warehouse management system of garments industry, working procedure given in below.



Finish Garments Warehouse working procedure

Receiving in Finishing floor check complete cartoon
are audit pass or not?



If audit ok, then discuss with pack supervisor to
Transfer to W/H.



Before Transfer checks the cartoons are quality ok
or damage for export.



If found damage then discuss or take necessary
step to change the cartoon.



If everything okay then transfer the cartoon to W/H
stacking PO, color and style wise as per buyer
packing requirement.



Cartoon stacking must be as per Buyer Instruction
or Compliance instruction.



If require for pre-final or final or recheck then
proceed by movement challan.



After Final Inspection Pass, Packing man Handover
the goods as per packing list qty.



Goods will keep in CTPAT area before delivery
shipping port



After receiving the goods, inform to commercial and
merchandising section for procedure export
process.



Before loading the goods check again the export
confirmation from related authorized person &
export cartoon quality ok or not?



Personal selling

Personal selling is an important **marketing** tool for small businesses, particularly those that **sell** complex or high-value products and services to other businesses, rather than consumers. Companies can undertake **personal selling** by hiring sales representatives who visit customers or by contacting customers by telephone.



Nature of Personal Selling

Gives marketers:

- The greatest freedom to adjust a message to satisfy customers informational needs, dynamic.
- Most precision, enabling marketers to focus on most promising leads. vs. advertising, publicity and sales promotion
- Give more information
- Two way flow of information, interactivity.
- Discover the strengths and weaknesses of new products and pass this information on to the marketing department.
- Highest cost. Businesses spend more on personal selling than on any other form of promotional mix.
- Goals range from
 - finding prospects
 - convincing prospects to buy
 - keeping customers satisfied—help them pass the word along.

Elements of the Personal Selling Process

- Prospecting and Evaluating. Seek names of prospects through sales records, referrals etc., also responses to advertisements. ...
- Preapproach (Preparing) Review key decision makers esp. ...
- Approaching the Customer. ...
- Making the Presentation. ...
- Closing. ...
- Following Up.



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Show room agent responsibilities

Here is a list of the most common showroom manager duties and responsibilities:

- Ensure **Showroom** is Kept to Company Visual Standards. ...
- Maintain Product Knowledge. ...
- Hire, Train, and Develop Sales **Staff**. ...
- Negotiate Deals with Customers. ...
- Monitor Store and Employee Key Performance Indicators.

Duties

Clothing store managers are responsible for receiving merchandise for their store; pricing and displaying their product in an appealing and fashionable manner; and hiring, educating, terminating and motivating staff in providing exceptional customer service and care. Clothing store managers are also in charge of choosing suppliers, determining the physical attributes of products to purchase and what merchandise to purchase, performing inventory, training staff on how to manage cash and credit card transactions,



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services such as cleaning, bookkeeping, tax preparation and repair services as needed.

Education and Training Requirements

A high school diploma is the minimum requirement for a position to be a clothing store manager. However, many clothing and department stores now prefer managers to have college education.

Knowledge and Skills Requirements

To become a successful clothing store manager, one must possess good organizational; management; teamwork; communication; motivational and leadership skills as well as ability to work effectively under



Sales for budgeting and forecasting

Sales Budget Process vs. Sales Forecast. ...

Forecasting on the other hand is an estimate of how much will be sold over the set period of time. In other words, the **sales budget** process shows the direction your company would like to go in and the **forecast** indicates how likely you are to arrive there on time.

		Sale
	Q2	
10	1400	
5	\$165	\$
500	\$231,000	\$2



process.

That's because the sales budget process acts as a guide directing you and your sales team over the rest of the month, quarter or year.

It shows not only **how much money** you think should be made over a set period of time, but **where** that money is expected to come from. This is why it's often the first and most important written document put together by your business and **sales management process model**.

But as a field sales manager, how do you go about creating a sales budget? Why is it so important to you? And what is the actual sales budget process?

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This is what we aim to teach you throughout this blog post.

Sales Budget Process vs. Sales Forecast

Now if you're scratching your head thinking *this sounds an awful lot like sales forecasting to me* – your 100% right to do so – the two are extremely similar.

Both the sales budget process and **sales forecast** are tools used to by companies to get a glimpse into the future. And of which direction they want the



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Although the **sales forecasting process** and budgeting are often used together, there are distinct differences between the two:

Budgeting is a quantified **expectation**

Although the **sales forecasting process** and budgeting are often used together, there are distinct differences between the two:

Budgeting is a quantified **expectation** of what a company hopes to achieve for any given period of time – a summary of total revenue from all products or services sold. Forecasting on the other hand is an **estimate** of how much will be sold over the set period of time.

In other words, the sales budget process shows the direction your company would like to go in and the forecast indicates how likely you are to arrive there on time.



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