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PREVIEW OF CHAPTERS

SYLLABUS

Retail Buying

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Unit 2: Buying for Traditional Retail Organizations

Unit 3: Buying for Discount Operations

Unit 4: Buying for Off-price Retail Operations

Unit 5: Buying for Off-site Retail Operations

Unit 6: Market Specialist

Unit 7: Consumer Analysis

Unit 8: Merchandise in Retailing

Unit 9: Buying Decisions

Unit 10: Purchasing in the Domestic and Foreign Marketplace

Unit 11: Wholesale Purchasing and Negotiation with Vendors

Unit 12: Merchandise Pricing

Unit 13: Private Label Brands

Unit 14: Disseminating Product Information to Retail Personnel

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