



Retail Buying Techniques (Paperback)

By Fiona Elliott, Janet Rider

Management Books 2000 Ltd, United Kingdom, 2007. Paperback. Condition: New. 3rd edition. Language: English . Brand New Book. For any retailer, the acquisition of the right stock at the right price at the right time is crucial to the economic well-being of the business. This completely revised and updated book is the third title in this new series of management guides for the retail sector published in association with the British Shops and Stores Association. It covers every aspect of the all-important buying function. It is packed with case histories and performance tips and will be exceptionally valuable to everyone in the industry with some responsibility for buying. Subjects covered include: planning the budget; planning the structure of the merchandise range; developing the product and brands; sourcing and buying the product; presenting and promoting products profitably; and, improving buying performance.

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