

# FTEAM19 FASHION RETAILING

## UNIT-1 RATIONALE

- 1.1 Some diploma holders of fashion technology may find employment in apparel merchandising and retailing agencies.
- 1.2 So the aim of the subject is to enable students to appreciate the unique aspects and concepts of retailing etc.
- 1.3 It focuses attention on apparel business giving a thorough knowledge of retailing.

## UNIT-2 THEORY

- 2.1 Concept of retailing- definition, importance and functions
- 2.2 Introduction to various terms (definitions only)  
Cost price, selling price, markups, markdowns, brokers, Agents, branding, advertising, publicity, packaging
- 2.3 Introduction to retail organizations  
Departmental store- Discount stores  
Speciality stores- E-retailing  
Direct-retailing- Chain store- Destination store  
Party plan- Ware house club  
Franchisee- Super market- Multiple unit stores (chain store)
- 2.4 Channels of distribution- definition and explanation
- 2.5 Sales promotion policies – definition, procedures and types
- 2.6 Concept of visual merchandising - definition, elements, types of window displays,

### Assignments and Submissions

1. Identification of a retail outlet in the local area
2. Studying the present display of the organisation
3. On the basis of latest market trends, working on the displays at windows of these reputed outlets
4. Customer/client feedback in form on questionnaire on any brand

## UNIT-3 INSTRUCTIONAL STRATEGY

- 3.1 The subject is more practical in nature.
- 3.2 Assignments can be taken up in the window display of local retail outlets.

### Reference Books:

1. Inside Fashion Business
2. Fashion Merchandising
3. Fashion and Retail Merchandising
4. Retailing