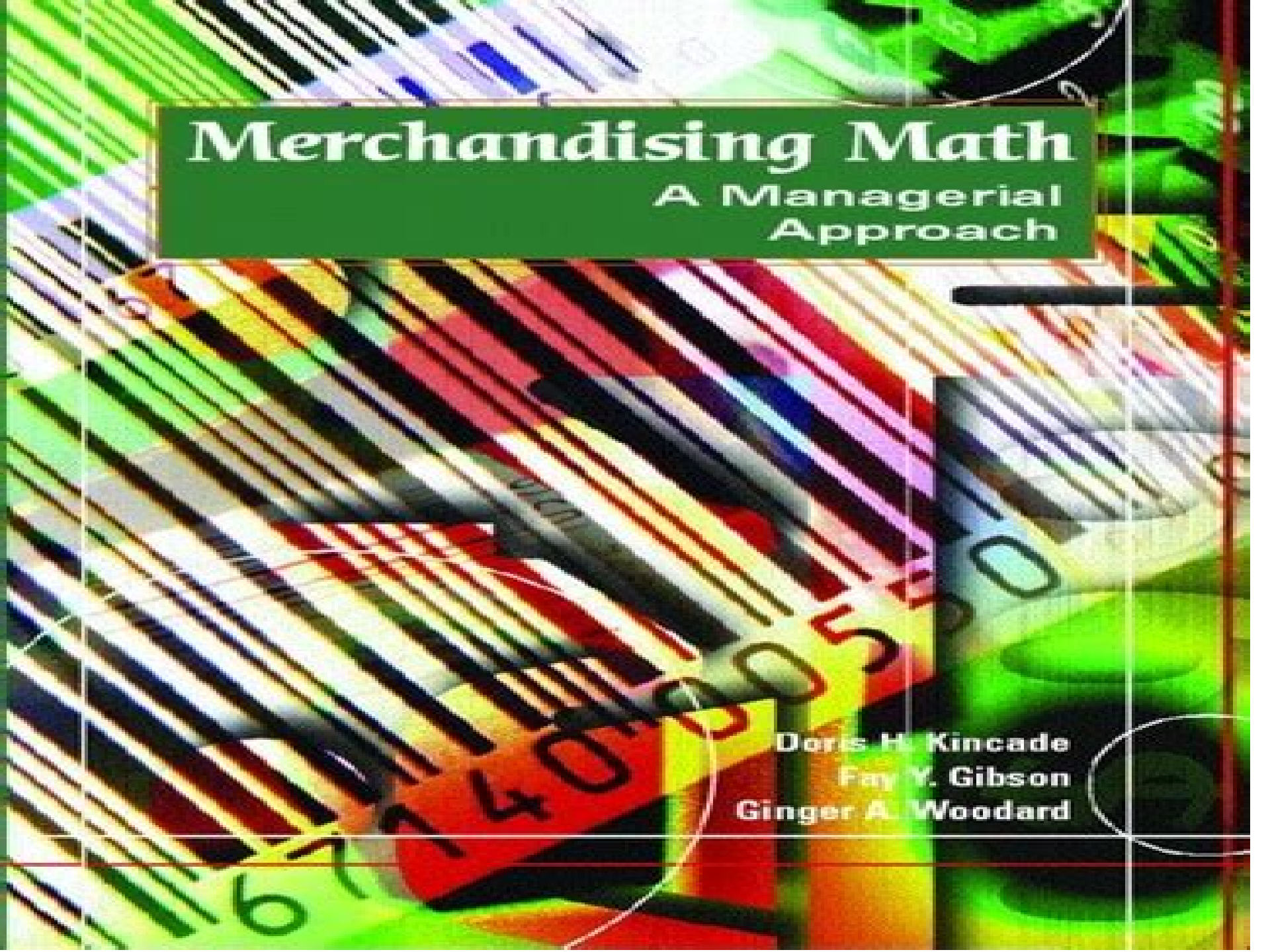




Merchandising Math

A Managerial
Approach

Doris H. Kincade
Fay Y. Gibson
Ginger A. Woodard

Merchandising Math A Managerial Approach

Scott C. Dulebohn



Merchandising Math A Managerial Approach:

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Comprador de moda Eduardo Ferreira Costa, 2024-02-15 O eterno five pockets tem lugar cativo em qualquer prateleira mas aquele jeans ultra skinny ou ao contrário o extralargo nem sempre duram mais do que uma estação O curto ciclo de vida de um item de moda planejado para nascer e morrer em seis meses não novidade para o profissional comprador Mas quem atua nas duas frentes do mercado indústria e varejo vem notando mudanças de base nessa atividade em que pensar hoje o que as pessoas vão vestir no futuro era o que de mais desafiador havia O desafio atual planejar a oferta e lucrar em um ambiente de competição crescente e com maior número de canais de distribuição Mais pessoas consomem moda mais empresas produzem moda e ao lado das grandes do ramo os negócios de pequeno e de médio porte movimentam o mercado e buscam profissionalizar seus processos Comprador de moda gestão de compras e estoques para produtos de moda alia conceitos e práticas do atacado e do varejo com um guia de uso de um software de gestão desenvolvido pelo autor e que pode ser baixado pela internet Uma publicação que reafirma a tradição do Senac São Paulo na leitura indispensável para estudantes e profissionais que pretendem no exigente mundo fashion ir muito além da próxima estação *Buying for Retail Stores* Murray Kreiger, 1987

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