

# Three factors and fashion

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This requires that the buyer remain highly cognizant of both the consumer's expectations, as well as the store's overhead and profit needs. As buying occurs in set periods it's further necessary to have significant foresight. Another prominent factor that buyers must consider is quality control (Goworek 2005, p. 9). While there is generally a quality control department it's recognized that they contribute to finalizing the aesthetic aspects of the fit, shape, length, and proportion of the garment; additionally, it may be necessary to test the fabric to ensure that it matches the end retailer's standards. The final factor that buyers must consider when purchasing the merchandise for a high street fashion brand is progressive sales of past brands (Goworek 2005, p. 17). This is a slightly complex notion as it necessitates that buyers consider the specific sales of garments in the range and recognize then effectively manage these purchases in the context of future buying patterns. While it may not always be possible to purchase the same garments the buyer can match specific trends within these ranges according to retail tendencies to achieve maximum profitability.