

# Fashion retail management term paper examples

[Business](#), [Marketing](#)



## **Methodology**

This section analyses the methodology that was used in the process of formulation the proposed project. The proposed project involved the collection of adequate data from various sources. There were two types of data collected for the purpose of the project. These are primary and secondary data. Primary data was collected from observation of various stores. It was important to make observation of other stores in the industry since this would help in making comparison of performance. In addition, making observation of other business ventures would help in transforming the weaknesses into a successful project. In order to gain firsthand knowledge about the existing stores, some individuals working in certain stores were interviewed. Knowledge from this people helped in formulating solutions for the existing problem.

Secondary data was also useful in the formulation of the proposed project. Business materials were of help since they enhanced the generation of effective ways of solving the problem. These materials were collected from magazine shops. The selection of the materials was important since only few of the materials consisted of information about the operation of stores and their brands. Another secondary data that was used was the internet. In the internet, there are a lot of advertisements made about fashion stores and the products offered. Careful review was made on the best ways of improving them.

Apart from reviewing the advertisements made through the internet, social media such as Face Book and Twitter were also of help. These sites assisted in understanding the tastes of various customers who are fashion oriented.

This knowledge was collected through the review of comments made by the various users of the social media in regard to a specific fashion in the clothing market. Looking at the pictures of various users of social sites, it is possible to know the current fashion trend. It is possible to know the upcoming fashion that is almost storming the clothing market.

The idea of making the proposed project also came from some business journals that are linked in the website. There are many ideas of people in the internet. Reviewing such ideas helped in the selection of the most relevant ones which would help in the formulation of the project. Although there are many people who have come up with a similar idea, few of them have been successful. This is one of the reasons why the proposal was made. Owing to the increased cases of many retail stores closing down, there was the need to come up with an idea to end this problem.

## **Appendices**

This section consists of additional information about the proposed project. It is important to explain the reason for choosing the redesign of the retail store. Firstly, it is quite expensive to build or purchase a new retail store in the current market. Some of the new retail stores are situated in locations that may not be strategic for the business to prosper. Another reason is that the redesign of the retail store will enhance increased customer base for the existing market. This would be very difficult if a new one would be built. Redesigning the store enhances the provision of unique features for the products and the entire store. It increases innovation and incorporates change in the current business environment. This aspect helps in modifying most aspects of the retail shop in order to meet the current modern mode of

living. There is no doubt that if potential customers take a look at the reengineered shop, they will be attracted into buying the new brand. This action is also an effective way of increasing the market share of the store. Redesign of the shop is an effective idea since it would help the store to remain competitive in the current clothing industry. It also ensures that the existing customers are loyal to the products that are offered. It therefore ensures that customer loyalty is maintained.

It is also important to analyze how the project would work once the project has been adopted. For effective operation of the store, it would be necessary to employ workers who are highly competent. The employees will ensure that the needs of the customers are met without any delay in delivery. The quality of service in the store should be improved to ensure that the expectations of the customers are met. If there are adequate funds in the store, it is recommended that the employees undergo stiff training. This will give them adequate skills to market the products effectively.

The store will also work by conducting strategic planning. Planning should be done on the favorable pricing of the jean brand, the marketing mix to be used and the ways of enhancing customer satisfaction. The brand should be reengineered after a certain period of time in order to incorporate the dynamic nature of the business environment.

The jean brand should be of various sizes since people are of different sizes. Therefore, customers should not be discriminated because of their sizes. There should be segmentation of the brand based on the age of individuals in order to enhance increased attraction of customers. The demand for jeans may depend on the age of individuals. The jeans demanded by the aged

people may not be demanded by the young people. Therefore, the brand will be redesigned according to the various needs of the customers. This will enhance customer satisfaction, which will lead to increased profitability for the store.

## **References**

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