

ROLE OF MERCHANDISER:

A Merchandiser must be a multi faceted individual who is involved in all functions that result in the creation development, execution and delivery of the product





Role of a Merchandiser

- Coordinating with factories for submits such as yarns/ lab dips, desk loom, bulk fabrics, fit samples, pre-production samples, etc.
- Ordering of Bulk fabrics and accessories or manufactured in-house.
- Carrying out pilot run
- Cross check samples at the pilot run, inline and midline and keep a track of day-to-day production output based on the status given by the factory as well as the stationed QCs.
- To communicate with the buyers regarding the order
- Merchandisers should perform the role of a product technologist.

Duties and responsibilities of a Merchandiser.

- **Plans purchasing – fabric & trims.**
- **Sourcing – right kind of merchandise to satisfy buyers expectations.**
- **Schedules Production.**
- **Follow up on sent shipments – Handling customers complaints if any.**
- **Works on costing of garments.**
- **Works on deadlines of various stages of the order – sampling, production, finishing and shipment**

Marketing and Merchandising

Point 1

- Marketing works with the brand on a community/advertising level.
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- Merchandising works with the product on a retail level.

Point 2

- Marketing is how a company advertises itself, and how it raises awareness of it's public image.
- Merchandising is how a product is displayed in a retail market, including signage, shelf space and placement, end caps, displays, planned promotions, etc.

Point 3

- Marketing is creating a feeling around a company and a brand that makes a consumer want to buy company products.
- Merchandising is creating promotions, displays, and maximizing revenue per square foot of floor space.

Some Facts

- This means on an average an exporter can manufacture anywhere between 40,000 units to 20,00,000 units for each buyer
- So who is the person who co-ordinates between buyers in USA/Europe/Australia and the manufacturers in India?
- That person is a 'Merchandiser'

THANK YOU