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BUF 4500 – OL83

Dr. Woods

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Assignment One

Chapter One: Discussion Question on Page fifteen of your textbook.

Questions: 1, 3, 4, 5, 7, 14, 15:

Due Sunday, Sept 11th. by 11:59 PM

1. The department store differentiated itself from the specialty or limited line store by including more of a variety of products in one big store. Department stores carries large assortments of hard goods and soft goods under one big store which makes shopping more accessible and easier to customers.

3. Department store branches are different than their spin-off operations. A spinoff is the formation of a new, autonomous firm by the selling or distribution of additional shares of an already operational enterprise or parent company section. Meanwhile, department store branches are present and run its business somewhere other than its primary site. In order to save consumers from having to travel all the way to the main shop, the branch store often has limited items for sale and may only carry the most popular items.

4. Frieda Lochmann is credited with originating off-price retailing. This technique of doing business is called off-price because consumers or businesses are able to purchase goods from vendors that sell the same items or want to dispose of unwanted items as wholesale retailers do but at a much less price.

5. Discount operations characterize the sale of a sizable portion of a company. Examples include ending a whole project or removing a significant group of clients. while off-pricers is a trade model built on price cuts. Off-price shops are unaffiliated of manufacturers and purchase huge quantities of trademarked products straight from manufacturers.

7. Companies such as Sweden-based H&M upgraded their fashion image by multi-channel retailing in the United States. H&M embarked on a U.S e-commerce program, mobile website, brick-and-mortar stores, and a catalog. The expansion of H&M through these endeavors have upgrade their fashion image.

14. Some of the reasons as to why online only retailing is so successful is because some consumers prefer to shop from home, virtually, rather than spend hours trying on clothes and going shopping in person. People are able to read other people’s reviews on products they want to buy or are interested in and can decide whether to purchase or not. It is also more convenient to have goods being delivered to one’s home rather than traveling and carrying the items back. Online only stores also have more options of fashion merchandise available such as shoes, accessories, garments, home furnishings, etc.

15. Social networking is interacting with people, showcasing a brand which will increase as a result of using social networking to target potential clients. The digital market is the optimal area to establish one’s brand identity and draw in potential clients who are interested in one’s products. Social networking increased retail sales because usage of it increases consumer engagement with brands and products and consumers are able to view and share ads on Facebook and Twitter, etc.