

## Goodies CD> Chapter 1 What is Sourcing> List of Suggested Resources Snapshot

### Economic Informational Snapshot for what to research and where to look...

#### Suggested sources to find this information

Standard and Poors Trends and Projections

Standard and Poors Industry Surveys

Consumer Buying Guide

Daily newspapers

Business Periodicals

Featured authors /consultants/books

#### Why

Strong economic overview

Identifies industry

growth/concerns

Shows how and where  
consumers are spending  
their money.

Illustrates consumer  
spending habits  
i.e. Wall Street Journal

Discusses economic shifts  
and issues worldwide  
i.e.: Newsweek, Time and  
Fortune

Provides researched  
concepts on consumer  
attitudes,

i.e.: Faith Popcorn's

***Clicking.***

## **DESIGNER RESOURCES:**

### **Suggested sources to find this information**

Leading trade publications  
reports

Knitting Times

Leading Fabric Councils and Firms

International Trade Show Directory

Leading fashion and color Services

### **Why**

Identify key trends, textile

i.e.: WWD, DNR, Bobbin,

Identify fabrications/use,  
care and innovations.

i.e.: Cotton Council

Wool Bureau

Burlington Industries

Locate trade domestic and  
international trade shows  
for textiles and findings.

Focus on color projections  
fabric and fibers,  
i.e.: Promostyl

Tobe

Hue Point

Leading books on costume and history of costume

Details, silhouettes,  
shapes from the past often  
provide inspiration for lines  
in the future.

Leading Industry Magazines/Publications

Provides trend projections,  
i.e.: *Bobbin*, *Textile*  
*Suisse*, *The Knitting Times*

## **Production Snap-shot**

To locate overseas taxes, tariffs, quotas/customs processes shipping time/freight forwarding companies.

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### **Suggested sources to find this information**

### **Why**

WWD Buyers Guide

To identify manufacturing companies

Brands and Their Companies by Gale

Listing of companies

Companies and their Brands by Thomson Gale

World Trade Center/finding programs

To connect international suppliers and Manufacturers

Leading Industry Magazines/Publications

To read about leading equipment and manufacturing firms.

Government publications on tariffs and quotas

To identify viability of using overseas labor

Press Kits, Annual Reports and Sales Materials

To learn about new technology and from leading equipment manufacturers systems.

## **Sales and Marketing**

### **Why researching for data in this area can help you.....**

- *As a designer* you know that the consumer is buying more than a product, but they are also buying an image. Therefore, it is up to the designer/design team to not only know when the key designer markets, fashion shows and industry releases occur, but to make sure that you as the designer are accessible to your consumer. You and your firm must promote print/broadcast ads, special events, and support public-relations activities that will reinforce the message as well as the image of your collection/line.
- *From a production view point* the focus is strictly on deadlines, deadlines, deadlines. The last thing a production manager needs as he/she juggles material and product shipments around the world is not being able to deliver on time. A designer may have spent two years in the development of a line, and if the production manager cannot insure the prompt and timely delivery of a product, the line is a failure, only because it did not get to the consumer at the right time. Continuing to research tariffs, quotas and shipping, just as the

production manager began in the production process prevails as the production manager's key responsibility.

- *From a sales and marketing point of view* this research is essential for effective promotion.

### **Sales and Marketing Sourcing Snap-shot:**

- Tools to develop strong sales
- Information to develop advertising strategies, including web page and catalog design
- Lists of companies to sell or promote products to
- List of key brand competitors and key retail store competitors

### **Suggested sources to find this information**

Leading trade publications

### **Why**

Identify key competitors  
advertising and promotion  
techniques i.e., *WWD*,  
*DNR*

Leading Advertising Publications

To review advertising  
campaigns and leading  
advertising/pr firms

i.e., *Advertising Age*

World Trade

Appropriate freight  
forwarding companies  
International Sources and  
other affiliations.

Sheldon's Retail Guide

Locate retail stores and  
buyers & Resident Buying  
Offices

Hoover's

Index guide to leading  
companies and so much  
more!

Thomas Register of American Manufacturers

Lists small to large  
manufacturers