

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

Why

Standard and Poors Trends and Projections

Strong economic overview

Standard and Poors Industry Surveys

Identifies industry
growth/concerns

Consumer Buying Guide

Shows how and where
consumers are spending
their money.

Daily newspapers

Illustrates consumer
spending habits
i.e.: Wall Street Journal

Business Periodicals

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

Featured authors /consultants/books

Provides researched
concepts on consumer
attitudes,
i.e.: Faith Popcorn's
Clicking.

DESIGNER RESOURCES:

Suggested sources to find this information

Why

Leading trade publications

Identify key trends, textile
reports
i.e.: WWD, DNR, Bobbin,
Knitting Times

Leading Fabric Councils and Firms

Identify fabrications/use,
care and innovations.
i.e.: Cotton Council
Wool Bureau
Burlington Industries

International Trade Show Directory

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

Leading fashion and color Services

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.

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 reinforce 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