



NEW BUYER TOOLKIT

ATLANTA APPAREL
ANDM(C)RE

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GETTING YOU READY FOR MARKET

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KEY:

SHOWROOMS

TEMPORARIES

FLOOR DIRECTORY

BUILDING 3

15	Fashion Theatre
14	Prom / Bridal / Social Occasion
13	Children's
12	Prom / Bridal / Social Occasion
11	Apparel
10	Prom / Bridal / Social Occasion
9	Apparel
8	Fashion Accessories / Shoes
7	Cash & Carry / Year-Round Showrooms
6	Fine Jewelry / Year-Round Showrooms
5	Temporaries
4	Temporaries
3	Temporaries
2	Registration / Temporaries
1	Parking Access / Temporaries

MARKET DICTIONARY

BACK ORDER

Products that have not been fully or partially fulfilled within the time specified because they are out of stock.

DELIVERY WINDOW

The time frame in which the vendor is required to deliver your product. Delivery windows can be in 2 week increments. For example 2/1-2/15 or 2/15- 2/28

OPEN SIZING

Product that does not have preset size runs and allows you to choose your preferred product sizing for your order.

CASH & CARRY

Wholesale vendors that allow you to pay for your goods in full and take them with you the same day.

IMMEDIATES

Goods that are ready to ship from the vendor's warehouse immediately.

OPEN TO BUY

An open-to-buy is the purchasing budget for future inventory orders that retailers create for a specific period or season.

PERMANENT SHOWROOMS VS TEMPORARIES

Showrooms are permanent spaces that sell multiple apparel and/or accessory brands in similar price points. Temporary booths are individual vendor spaces that are set up only for the duration of the market dates and usually only sell one brand.

PRE-PACK

Product that is packaged in a pre-set size run that is not able to be modified. Some brands offer multiple pack options. For example:

Pack A: 1-2-2-1 (1 XS, 2 Small, 2 Medium, 1 Large) Pack B: 2-2-2 (2 smalls, 2 mediums, 2 larges)

P.O. (PURCHASE ORDER)

A written contract authorizing the manufacturer to deliver certain goods at specific prices and times.

READY-TO- WEAR

Garments, especially women's apparel, produced in factories according to standard sizes as opposed to being individually custom-made. Ready-to-wear garments tend to be trendy and switch out from season to season.

NEW BUYER TIPS

1. Know your **target consumer**, your **price points** and **products** you are looking for. Vendors are sales professionals that are looking to help you find the right product. They will ask you questions as soon as you walk in their booth or showroom. This is not to intimidate you but to help you find product that is suitable for your store. Be prepared by doing research and having a plan.

2. Familiarize yourself with the words in the **dictionary on pages 6 & 7**. These are words that are commonly used in the wholesale industry and will help you feel confident when communicating with vendors.

3. There may be some vendors that are not a good fit for your brand or budget. Create a list of questions you can ask the vendors when you introduce yourself to see if they meet your requirements. This can include questions like:
 1. **What is your opening order minimum?**
 2. **What are your wholesale price ranges?**
 3. **What payment terms do you offer?**
 4. **Where is your product produced?**
 5. **Where do you ship from?**

4. **Don't be shy!** Market week is for making new connections and finding new products. Step in the booth or showroom, confidently tell the sales professional you are a new buyer, and ask them assist you in selecting product that fits your target consumer and budget. They are happy to help!

PRE-SHOW CHECKLIST

Know your target consumer, create a list of your target price points by style category (e.g., dresses, tops, separates, accessories, etc.).

Register for your show badge online [HERE](#).

Register all staff members in advance.

Download the @Market App in the [App Store](#) or for [Google Play](#).

Research new brands and trends, create wish list of brands to see.

Pack your business cards and address stamp for purchase orders.

Have a buying plan and budget, often called an open to buy.

Have payment options established and ready for purchasing inventory (ie company credit card, line of credit or NET30 terms)

Study the building map, review the category layouts, and map out your agenda by show floor.

Pack comfortable clothes and shoes to support a long day on your feet.

AT-SHOW CHECKLIST

Review the @Market App to take advantage of the events, amenities and free resources available to you including the new buyer orientation held every morning at 9 a.m. Check our Events Listing [HERE](#)

If you are planning on attending more than one day, walk the first day and take notes. Review your notes, make any necessary edits and prepare for placing orders the following day.

Use our @Market App to take photos of the styles you order. This makes it easier to remember your buys post show.

Write your orders at the show to not miss out on merchandise.

If you see a busy booth, don't be discouraged. Ask what time would be good for you to come back.

Collect contact info from new vendors for future reference. Oftentimes there are multiple representatives in the booth, be sure to connect with the correct representative for your territory.

Plan your lunch early afternoon or later to avoid long lines. Keep water and snacks with you.

Capture content during market to share with your followers. You can create polls on products, share behind the scenes footage or even show new trends to gain customer engagement.

Make sure to visit our Digital Innovations Lab if you have any questions regarding our @market app or any of our digital tools.

POST-SHOW CHECKLIST

Review and confirm your orders to make sure the delivery dates, prices, styles and quantities are correct.

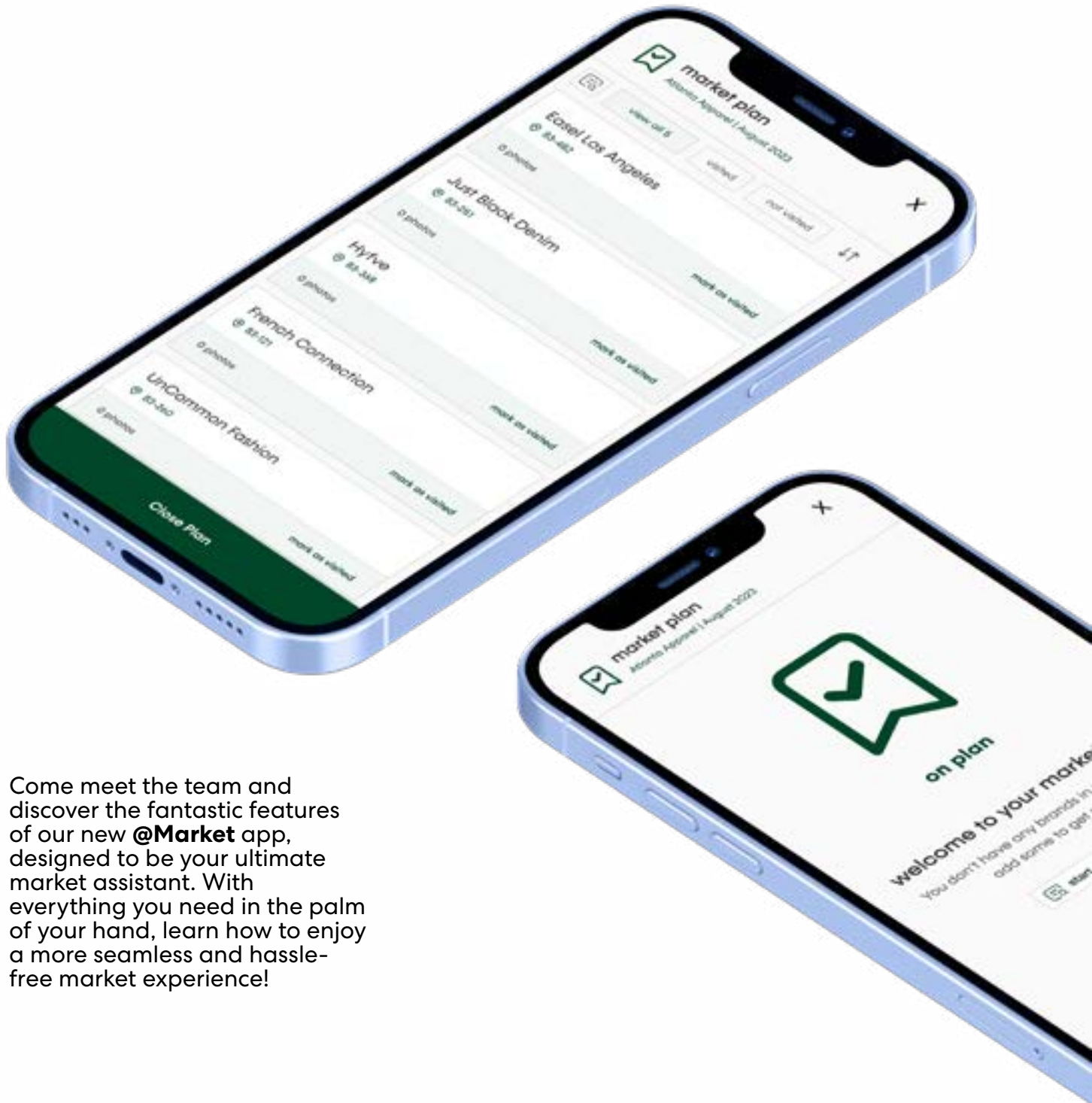
Reach out to vendors and ask to join their email lists so you are first to know when new product is launched.

Share images of the product you ordered with your staff to help with merchandising your store floor.

Create a social media content calendar to promote new incoming merchandise.

Plan your next trip to Atlanta Apparel.

DIGITAL INNOV ATIONS



Come meet the team and discover the fantastic features of our new **@Market** app, designed to be your ultimate market assistant. With everything you need in the palm of your hand, learn how to enjoy a more seamless and hassle-free market experience!

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