

The Next Step

Global Purchasing Companies

www.globalpurchasinggroup.com



What a buyer wants...

- They want the basics, quality, timing and price
- Buyers are looking for something new, but familiar
- They want doing business with you as easy as possible
- Fit needs to be consistent
- A good story isn't enough
- They don't have time to waste
- They want you to have done your homework



What comes first?

Research and Development of the collection

Concept boards

Sourcing

Development communications

First samples done

Photo shoot, look books and line sheets

Contact buyers

Salesmen samples are done

Write orders

Hit the breakeven

Fill cutting ticket

Fund production

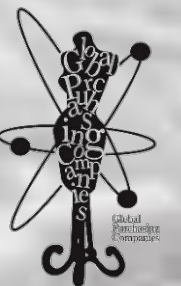
Go into production

Receive goods at DC warehouse

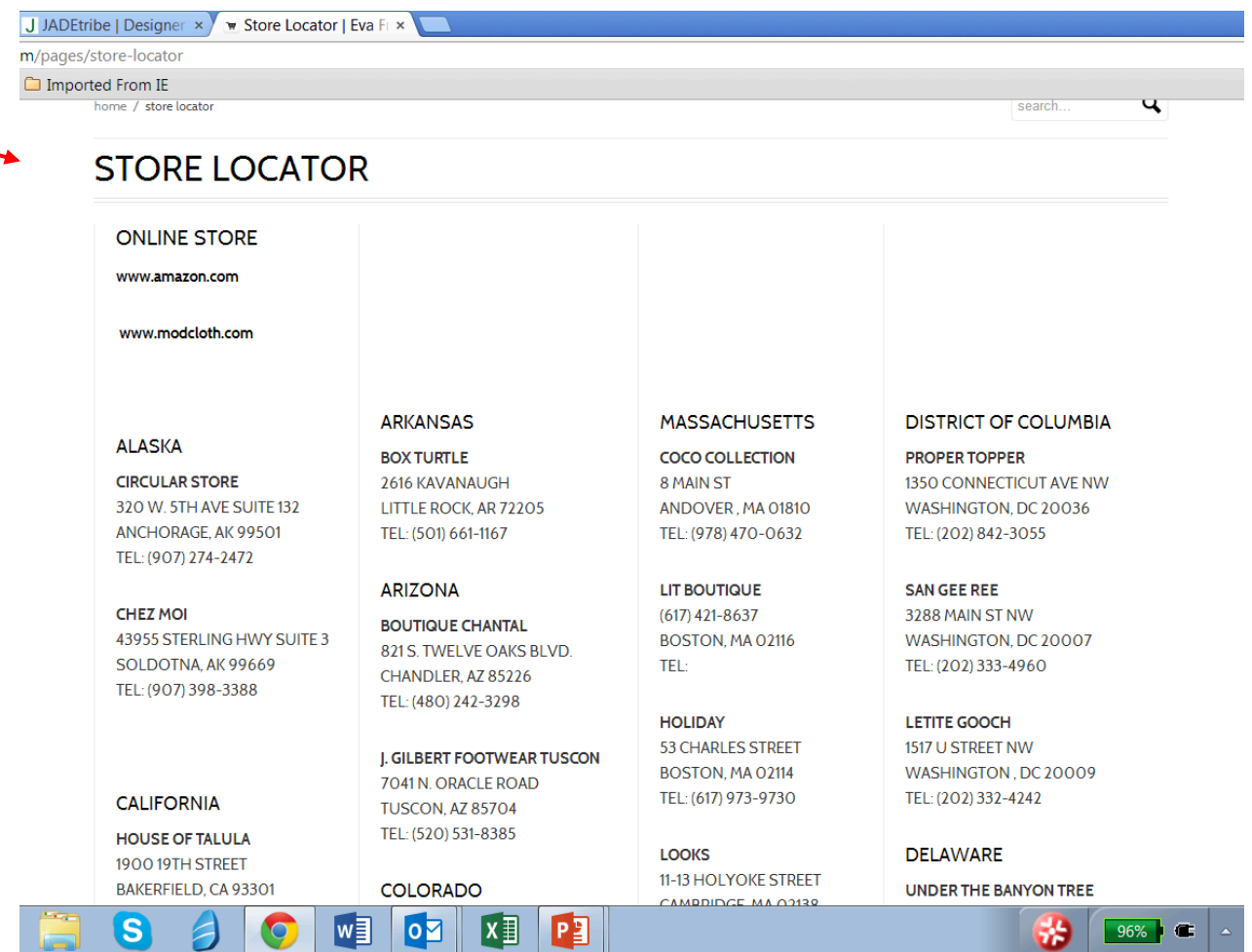
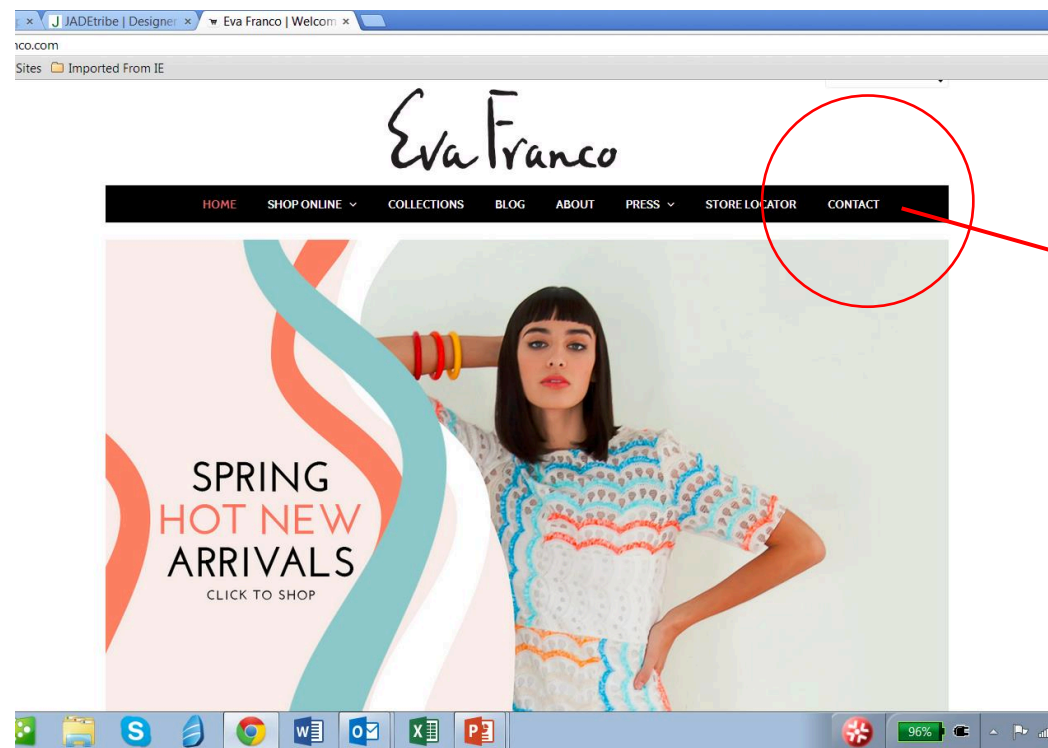
Invoice retailers

Collect payment & Ship product

Follow up



Who do you hang with?



Become the Cyber Stalker

The screenshot shows a Google search for "circular store alaska". The search results include:

- Circular: Home Page** (circularstore.com/): Since opening our doors in 2007, Circular has evolved to bring you the most ... Please come visit our store located in Anchorage, Alaska on Sixth Avenue, ...
Address: 320 W 6th Ave, Anchorage, AK (907) 274-2472
- Contact**: Contact Circular. Store Location: Circular Across from Nordstrom ...
- Dresses**: The following is a sampling of women's dresses available at ...
- Circular Boutique - Anchorage, AK - Women's Clothing ...** (https://www.facebook.com/circularstore)
- Home Improvement Made Easy with New Lower Prices ...** (www.homedepot.com/)

A map on the right shows the store location at 320 W 6th Ave, Anchorage, AK. The map includes a "See photos" button and a "Feedback" link.

The Windows taskbar at the bottom shows icons for Internet Explorer, Google Chrome, Microsoft Word, Outlook, Excel, and PowerPoint, along with a system tray showing 96% battery.



Do your homework: Price & Brands

The screenshot shows a browser window with the following tabs: Etribe | Designer, Store Locator | Eva F, Home Page | Circular. The page content includes:

- Navigation Menu (Left):** NEW ARRIVALS, TOPS, BOTTOMS, DRESSES, HANDBAGS, JEWELRY, ACCESSORIES, MISCELLANEOUS, BROWSE BY DESIGNER.
- Love Your Choices:** A section with a title and text describing the brand's history and offerings. A photograph of a brown, belted, long-sleeved dress hanging on a white door is featured to the right.
- News & Updates:** A section with a headline "Clare to Clare 2013 is right around the corner!" and a "READ MORE..." link.
- Featured Designers:** Logos for Eva Franco, FRENCH CONNECTION, and MiH JEANS.
- Stay Connected:** A section with links: "Join Us On Facebook", "Sign Up For Email Newsletter", "View Our New Arrivals", and "Read Our News & Updates". This section is circled in red.

The browser's taskbar at the bottom shows icons for Skype, Internet Explorer, Google Chrome, Word, Outlook, Excel, and PowerPoint. The system tray on the right shows a network icon, a battery icon at 96%, and a volume icon.



Be their BFF

Workshop x JADEtribe | Designer x Store Locator | Eva F x Home Page | Circular x (1) Circular Boutique x

https://www.facebook.com/circularstore?fref=ts


gusted Sites Imported From IE

Search for people, places and things

Global Purchasing Companies Home

Create Page

2014
2013
2012
Opened

 **Circular Boutique**
4.5 ★★★★★ (56 ratings)
2,045 likes · 50 talking about this · 154 were here

Like Follow Cover Photo

\$\$\$ (50+) · Women's Clothing Store · Travel & Transportal
320 W 5th Avenue, Anchorage, Alaska 99501
(907) 274-2472
Today 12:00 pm - 5:00 pm

About - Suggest an Edit


Photos Likes Instagram feed Events

Highlights

Post Photo / Video

Be the first to write something on Circular Boutique's Page...

Reviews See All

 **Brit Ashleigh Szymoniak**
★★★★★
Beautiful clothing and exceptional service. Love shopping here!
Like 2 · about 2 months ago

book.com/photo.php?fbid=640496272693488&set=a.382689598474158.89039.382684481808003&type=1

Windows taskbar icons: File Explorer, Skype, Firefox, Chrome, Word, Outlook, Excel, PowerPoint, System tray (96% battery, network, volume).



Be the Social Butterfly



SALES

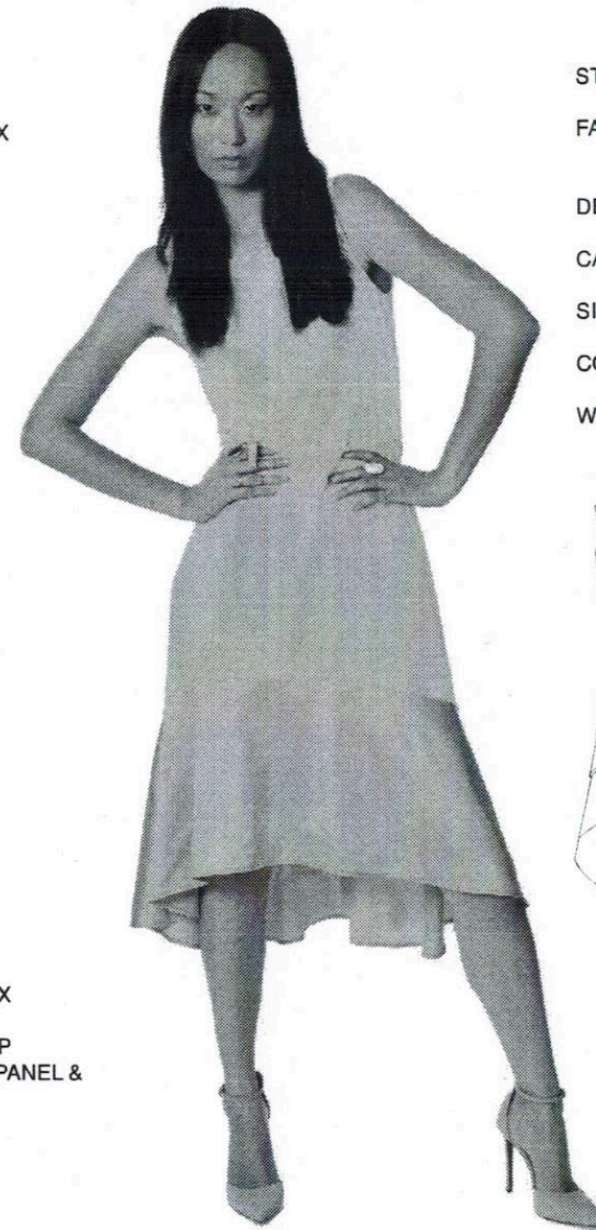
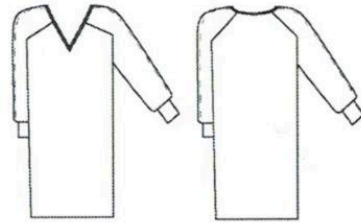


ELEGANT SOPHISTICATED COMFORTABLE POWERFUL SS 2015

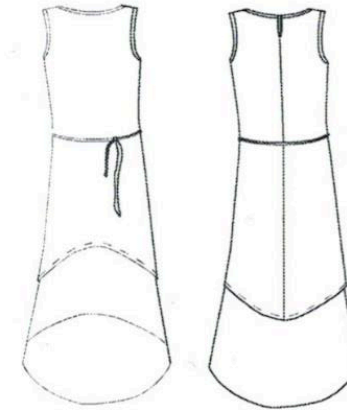
NATALYA NIKOLAEVA natalya@buronouveau.com +1 917 499 9744



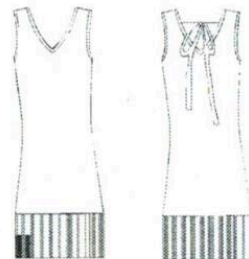
STYLE #: 23-202.1MB **AUDREY**
FABRIC: 83% POLYESTER, 15% RAYON, 2% SPANDEX
DETAILS: STRETCH VISCOSE TUNIC-DRESS WITH FLIRTY SHOULDERS
CARE: MACHINE WASH, LINE DRY
SIZE: XS, S, M, L
COLOR: MINT-BLUE
W/S: \$49.00



STYLE #: 22-2.409MB **SHALLENE**
FABRIC: 83% POLYESTER, 15% RAYON, 2% SPANDEX
100% POLYESTER SATIN
DETAILS: ELEGANT ASYMMETRIC CUT SUMMER DRESS
CARE: MACHINE WASH, LINE DRY
SIZE: XS, S, M, L
COLOR: MINT-BLUE/ NUDE
W/S: \$64.00



STYLE #: 26-204MB **JESSICA**
FABRIC: 95% COTTON, 5% SPANDEX 2X2 RIB
83% POLYESTER, 15% RAYON, 2% SPANDEX
DETAILS: FLIRTY FULLY FASHIONED DRESS-MAXITOP
DECORATED WITH A HEAVY RIBBED BASE PANEL &
A RIBBON TIE ON THE BACK
CARE: MACHINE WASH, LINE DRY
SIZE: XS, S, M, L
COLOR: MINT-BLUE
W/S: \$55.00



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BN
COLLECTION

Forms



New Store Form



Order Form



Line Sheet



Credit Card Authorization



Tricky Questions

Can I have an exclusive in my area?

How do the sizes run?

How do they come pack?

What are your terms?

Do you drop ship?

Is this production sample?

Do you have any “at once”?

When do you break price?

Do you offer any POP?



Writing Orders





Global Purchasing Companies
 1133 Broadway Suite #908
 NEW YORK, NEW YORK 10010
 (212) 414-4001 Fax 212-414-3156
 www.globalpurchasinggroup.com

PO NO.:	
Order Date:	
Store:	
Buyer:	

Vendor:

Bill to:

Ship to:

Contact	Start Ship	Cancel Date	FOB Point	Ship Via	Terms	Factor	Backorders	Discount	No. of Ship's

Style No.	Color	Description	Size Run								Total Units	Fabric	Origin	Cost	Total

Hold for confirmation
 No confirmation will be sent

Terms go here

Order Total:	
Department:	
Classification:	

Terms: This is your legal contract with (company name)

You may not cancel any orders after 3 days of presenting this order.

You will be sent a copy of the invoice once goods are ready to ship.

You must provide us with your credit card information within 2 days of receiving the invoice.

Claims for damages can not be made after 5 days of receiving goods.



Cutting Tickets



[LOGO]

1133 Broadway, Suite 908
New York NY 10010
Tel: 212-414-4001
Fax: 212-414-3156
Mobile: 212-470-1491
XXXX@globepurchasinggroup.com

Vendor Name:	QWIK CUT	Season:	Spring Summer 15
Contact:	Gertrude	FOB:	NYC
Title:	Owner	Production Time:	
Email:	gertrude@qwikcut.ny	Cut Ticket Due:	Dec 1st
Phone:	888-888-8888	Drop Date:	
Agent:	888-888-8888	Tagged:	

DESCRIPTION

Style Number:	SS15DR001		
Fabric composition:	80% POLYESTER // 20% SPANDEX	LUMBO	67%CV // 27% PA // 6%EA
Fabric Specs: WIDTH: // WEIGHT: //	EBI FABRIC // AT272 // 52" WIDE // 540GSM //		REACTIVE // 1828TIN PUNTO ROMA TINTURA EN PIEZA // COLOR 2600 // 375GSM // 59" WIDE
Care Instructions:	DRY CLEAN ONLY		
Where Produced:	CHINA		
Production Minimum:	25		
Size scale:	2-4-6-8-10		
Cost: \$	\$65		
Fabric source:	EBI FABRIC		
Description: .	POLYESTER SPANDEX SPACER		
Description: .	SCUBA		
Colors:			

Page



Poly bagged by size
 Angelys Balek hang tags
 size sticker on out side of bag

Break Even #:		P.O Number:	SS15002
Date Put Into Production:		Cancel Date:	
Landed Price		Start Date:	Jan 15th 2015
Wholesale price:	\$260	Ship To:	Bergen Logistics
Production Due Date:	Jan 5th, 2015	Terms:	
Due Date - Retailer:	Jan 15th, 2015	Number of ships:	1
Follow Up Date:			

1	SS15 SS15	Quantity
2	SS15DR917 MAGNETIC MONALISA	8
3	Size: 4 (1 orders)	2
4	Size: 6 (1 orders)	2
5	Size: 8 (1 orders)	2
6	Size: 10 (1 orders)	2
7	SS15DR918 BEDAZZLING	2
8	Size: 4 (1 orders)	1
9	Size: 6 (1 orders)	1
10	SS15DR921-P1 BLIND DRIPS	6
11	Size: 2 (1 orders)	1
12	Size: 4 (2 orders)	2
13	Size: 6 (1 orders)	1
14	Size: 8 (2 orders)	2
15	SS15DR921-P3 BLIND DRIPS	7
16	Size: 2 (1 orders)	1
17	Size: 4 (1 orders)	1
18	Size: 6 (2 orders)	2
19	Size: 8 (2 orders)	2
20	Size: 10 (1 orders)	1
21	SS15DR922-P1 STORYTELLERS	3
22	Size: 4 (1 orders)	1
23	Size: 6 (1 orders)	1
24	Size: 8 (1 orders)	1
25	SS15DR922-P2 STORYTELLERS	7
26	Size: 2 (1 orders)	1
27	Size: 4 (1 orders)	1
28	Size: 6 (1 orders)	1
29	Size: 8 (2 orders)	2
30	Size: 10 (1 orders)	1
31	Size: 12 (1 orders)	1
32	SS15DR922-P3 STORYTELLERS	4
33	Size: 6 (2 orders)	2

Page 1








Total

37

**Break-
even**



Sales Projections

1												
2	Aug-14											
3	Style No.	Description	Colors	Size Run	Cost Price	Wholesale 3.0	Retail 2.5	No. of Colors	lo. of Units per cold	total unit	Total Orde	Breakeven
4		L/S scoop neck dress knit	3 colors	s m l xl 2x	\$ 13.00	\$ 39.00	\$ 98.00	1 color way	12 21 scale	6	\$ 234.00	
5		Blazer	3 colors	s m l xl 2x	\$ 16.00	\$ 48.00	\$ 118.00			6	\$ 288.00	
6		3/4 S knit dress	3 colors	s m l xl 2x	\$ 11.00	\$ 32.00	\$ 78.00			6	\$ 192.00	
7		Cowl neck N/S knit dress	3 colors	s m l xl 2x	\$ 12.00	\$ 35.00	\$ 88.00			6	\$ 210.00	
8		L/S Tee dress	3 colors	s m l xl 2x	\$ 13.00	\$ 39.00	\$ 98.00			6	\$ 234.00	
9		N/S V neck A line dress	3 colors	s m l xl 2x	\$ 16.00	\$ 48.00	\$ 118.00			6	\$ 288.00	
												

Start Up

Sales Goals

Cash Flow

Best Breakeven



Break-even

Break-Even Analysis Current Business	
2	
3	
4	
5	Number of Months 12
6	
7	Projected Sales \$408,000
8	
9	Less Variable Expenses
10	Cost of goods sold \$136,000
11	
12	
13	
14	Gross Profit \$272,000
15	Gross Margin 67%
16	
17	EXPENSES
18	Fixed Expenses
19	Salary's
20	Employee Benefits
21	Owners Compensation
22	Social Media \$3,500
23	Cost of doing sales
24	Utilities heat and Gas
25	Insurance
26	Samples \$10,000
27	PR Company \$5,000
28	Office Supplies \$1,000
29	GPC fee's \$15,000
30	Telephone & Internet Cable \$4,000
31	Postage \$1,000
32	Printing \$2,500
33	Labels and hang tags \$4,000
34	Marketing/promotion \$2,000
35	Professional Expense \$1,000
36	Accounting and data processing \$1,000
37	Website \$4,000
38	Shipping samples to retailers \$5,000
39	Bank and Credit Card Services Fee \$12,240
40	Photo Shoot \$10,000
41	Trade shows \$5,000
42	Travel to visit stores \$3,000
43	Shipping samples to retailers \$5,000
44	Total Fixed Expenses \$94,240
45	Break-Even Sales \$141,360
46	Monthly Break-Even Sales \$11,780
47	Profit During Period \$177,760

Timeline

Month	Season You're Working	What You Need To Be Doing
January:	Program Fall 2015	Pre-sales
	Program Spring 2016	R&D fabric shows
	Resort/ Holiday 2015/16	
February:	Program Fall 2015	Sales
	Program Spring 2016	R&D Fabric Shows
	Resort/ Holiday 2015/16	Sourcing
March:	Program Fall 2015	Sales
	Program Spring 2016	Sourcing
	Resort/ Holiday 2015/16	First Samples

Timeline

Month	Season You're Working	What You Need To Be Doing
April:	Program Fall 2015	Sales
	Program Spring 2016	First Samples
	Resort/ Holiday 2015/16	Marketing
May:	Program Fall 2015	Production projections
	Program Spring 2016	Fit test
	Resort/ Holiday 2015/16	Start resort/holiday sales
June:	Program Fall 2015	Production
	Program Spring 2016	Marketing
	Resort/ Holiday 2015/16	Sales

Timeline

Month

Season You're Working

What You Need To Be Doing

July:

Program Fall 2015

Production/ ship to DC

Program Spring 2016

Pre-sales

Resort/ Holiday 2015/16

Sales

August:

Program Fall 2015

At Once Sales

Program Spring 2016

Sales

Resort/ Holiday 2015/16

Production

September:

Program Fall 2015

At once sales/ ship to DC

Program Spring 2016

Sales

Resort/ Holiday 2015/16

Production

Timeline

Month

Season You're Working

What You Need To Be Doing

October:

Program Fall 2015

Sample sale/ reorders

Program Spring 2016

Sales

Resort/ Holiday 2015/16

Ship to DC

November:

Program Fall 2015

Review of sales

Program Spring 2016

Production projections

Resort/ Holiday 2015/16

Ship to stores

December:

Program Fall 2015

Closed

Program Spring 2016

Production

Resort/ Holiday 2015/16

Closed

What the Money Men Want

1. How much money you need
2. How you plan on using it
3. How long you need it for
4. What's in it for them



Collecting Terms



Payment Terms



Net 30 – 45 – 60 – 90

ROG 5 – 10 – 15

8/10 EOM

COD

Credit Card Payment Terms

30% deposit 70% At Ship

DETAILS



Distribution Center

- Enter inventory into system
- Produce pick-ticket
- Pick and Pack orders
- Add any tags or UPC
- Do a final production check
- Invoice customer
- Ship goods as per terms
- Warehouse goods
- Handle Returns



SIGN UP NOW WWD MAGIC

EMERGING DESIGNER SHOWCASE

FOR CONSIDERATION, PLEASE SUBMIT THE FOLLOWING:

- » Indication of category: apparel or accessories
- » Line sheets
- » Look book
- » Website or other marketing materials
- » Send submissions to:
Mercedes@globalpurchasinggroup.com

**FEE TO PARTICIPATE: \$900.00 SUBMISSION
DEADLINE: FRIDAY, DECEMBER 5, 2014**

We are now accepting applications for our February 2015 Emerging Designer Showcase. Selected participants will benefit from premium front of hall space at February's WWD MAGIC in Las Vegas — delivering brand-building exposure to a targeted base of 30,000 retail buyers.



THE
TEMPTATION
TO QUIT
WILL BE GREATEST
JUST BEFORE
YOU ARE
ABOUT
TO
SUCCEED.