

PRESS RELEASE

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Kurt Salmon round table highlighted the challenges for buyers and merchandisers when trading internationally

London, UK June 2012 – Managing product assortment, replenishment and promotions were among the topics explored at “The Challenges of Trading Internationally” Round Table organised at a top London hotel for fashion and general merchandise retailers by Kurt Salmon’s UK buying and planning team.

“Where once their structures were at most UK-centric in scale, retailers now need to rethink every aspect of the buying and merchandising functions as they increasingly operate in more countries, whether via the Internet and/or with physical stores,” explains Lynn Evison, partner, Kurt Salmon. “As thought leaders in this space, our Round Table was designed to help share experiences and highlight issues so that our guests would be better prepared to stay ahead of the field.”

There was a lively debate, led by Laura Biggs, Kurt Salmon manager, around the appropriate circumstances to move from separate international and domestic buying teams to a centralised structure and how to derive better communication across field teams and franchise partners.

Managing garment care labeling so that stock can be made available to all countries; handling promotions for specific events across markets where dates and seasons differ; funding costly translated marketing material; and the challenges brought by sourcing from a large number of countries, were also discussed in-depth.



At the conclusion of the Round Table, and prior to a networking tea party, guests were invited to complete Kurt Salmon's Buying and Merchandising Survey so that their results could be benchmarked against other retailers to help them draw a comparison against best practices and to provide insight into new processes, tools and techniques.

For information on future Round Tables, please contact Sue Butler, director, Kurt Salmon at Sue.butler@kurtsalmon.com.

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About Kurt Salmon

Kurt Salmon is the leading global management consulting firm specialising in the retail and consumer products industry. We leverage our unparalleled industry expertise to help business leaders make strategic, operational and technology decisions which achieve tangible and meaningful results.

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