

## 06 Apparel Industry Departments Job Responsibilities

### EXECUTIVE LEVEL MANAGEMENT

- Top level position in an organization that typically reports to the Board of Directors and/or owner(s) of the company
  - Devises long-range operating plans, organizational objectives and strategic plans for optimum return on shareholder investments and/or owner(s) investments
  - Responsible for directing the company towards achievement of corporate profit and growth objectives
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### DESIGN & TECHNICAL DEVELOPMENT

- Creation of product line, garment collection, innovative textiles and fabrications
  - Initial trend research to determine concepts, color, fabric and trim details
  - Execute design development; review initial samples and post-production quality
  - Collaborate with product development, merchandising and sales to determine the product mix via past sales and future forecasts
  - Work with design team to develop garments through specific measurements, technical sketches and patterns
  - Proper construction and fit of garment from design through production; establish and review fabric and construction guidelines
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### PRODUCTION & PRODUCT DEVELOPMENT

- Oversee entire apparel production process, including global sourcing
- Responsible for timely delivery of product
- Research and analysis of all costs associated with producing a garment
- Working with vendors both domestic and overseas to ensure timeliness of product making it's way to the stores as well as overseeing quality assurance and quality control issues of the garments

## 07 Apparel Industry Departments Job Responsibilities

### PLANNING & MERCHANDISING

- Manage financial success by driving sales, margin and inventory turns
  - Identify product and promotional opportunities based on sales trends and consumer history
  - Plan merchandise assortments for all stores
  - Monitor distribution of merchandise and track product testing
  - Develop and implement visual concepts and displays
  - Collaborate with store planning and purchasing teams on interior lighting, furniture, fixtures and mannequins
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### SALES & MARKETING

- Market and develop retail accounts
  - Manage all marketing initiatives from concept through implementation in the marketplace for product, while maintaining marketing budgets
  - Work with wholesale and retail outlets including specialty and major department stores to develop strong relationships with buyers
  - Increase company revenue through sales and strategic marketing plans (e.g. direct mail, e-commerce, public relations and advertising)
  - Open doors to new retail stores, while adding in-store marketing promotions and events
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### OPERATIONS & IT

- Oversee business processes including budgetary, administrative and technological functions
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### RETAIL, E-COMMERCE & STORE LEVEL

- Maintain operating standards from store including visual presentations, inventory control and customer service
- Execute strategies and initiatives to achieve and exceed financial goals