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Postponement in Fashion Retailing : A case study of H&M

By Mohsin Nawaz

VDM Verlag Mai 2010, 2010. Taschenbuch. Condition: Neu. This item is printed on demand - Print on Demand Neuware - This book is all about postponement strategies in fashion retailing by using a case study of H&M (Hennes & Mauritz). I have link different postponement strategies with the fashion industry by using the real life examples from this industry. I have used business strategies i.e. customization and standardization in this book. I try to define how these business strategies can be used in fashion industry by using the concept of postponement. I write a clear theoretical frame of reference for better understanding of general reader. In this book, qualitative research is used throughout in the text. The reason of using qualitative research is qualitative research is used normally, when concepts are not explored. In this book, a detailed interview is added with Mr. Syed Naqeeb (Senior merchandiser H&M office) for the more reliable information from the industry. The analysis of the research shows a great and interesting detail about the fashion industry with the perspective of postponement strategy. This book is written for general as well as professional for the better understanding of fashion industry. 80 pp. English.



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