



FASHION RETAIL MANAGEMENT CATEGORY GLOSSARY

This is a non-exhaustive list of useful terms to know for your category.

Demographics - Statistics of a population that can be used to identify preferences, trends and subgroups

Advertising - The action of creating demand for and informing about a product or service

Audience - The people who will see the advertisement, likely a targeted group of people

Brand - The way an organization identifies itself and distinguishes itself from competitors

Channels - Methods of getting advertising and promotion across to consumers

Consumers - People who purchase goods and services

Engagement - Interactions between consumers and brands

Promotion (marketing) - Raising awareness about a cause or venture

Niche - A very narrow and specific sector of the market which a venture seeks to fill demand in

Market - The tangible or intangible area in which an organization and its competitors sell products or services, could be geographic, based on product, etc

Business-to-business - Transactions of value occurring between multiple businesses

Sustainability - Long term orientation for a business in regards to operation, as well as for the market environment and natural environment around it

Unique business proposition - The aspect of a business which differentiates it from competitors and makes consumers more likely to buy from this venture