ABSTRACT

The purpose of this study is to reduce excess inventory, which is currently a crucial problem for the shop. Since the shop is located in the Pratunam area, a place offering many wholesale and retail places in the apparel or fashion business, the shop has to face direct and indirect competition within the area. For that reason, the shop often holds more inventory whenever some products are not salable or competitors are selling at a lower price for same product as the shop. Furthermore, because of invisible actual inventory status, no systematic management approach, no attractive promotion launch, no inventory control policy and no understanding of consumer behavior are the main factors affecting the shop’s inventory problem on which the shop must focus.

In order to fulfill the purpose of this study, the shop firstly develops an inventory management worksheet in Excel to control overall inventory transactions, promotional alerts, and to expose the hidden actual margin of the business. Moreover, the study of consumer behavior in buying fashion goods must be emphasized, because the fashion business is uniquely different from other types of industry, and the shop has never realized or been concerned about customer preferences.

In this study, a questionnaire was developed to capture evidence of appropriate customer-orientation, and was distributed to customers who had already decided to buy a product or were walk-in persons. This is because only the preferences of target customers who like the overall composition of the shop and its products, should be the focus of this research. As a result, the correct implementation can be developed after analyzing customer responses and preferences by verifying the result variables. Finally, recommendations and suggestions are included for further study.