

# Sales force Management Semester Project 2

INDEPENDENT SALES REP

Sanjana R. Choudhury

# Amira Gabriel



Originally from Southern Italy

Industry for more than three decades

Expertise in Sourcing, marketing, social media aspect.

Expert in terms of the public speaking, sales marketing and fashion related products.

Masters in Communication and Pursued in Fashion Communication and Technology

Represented in Europe, Canada and in America

# Challenges?



Difficult to satisfy the customer need in terms of the overseas market.

She has stated that consumers have become hyper sensitive to the way retailers manufacture their products regarding acceptable labour practice and safety standard. Sometimes for a brand to be associated for any of these unethical practice, it will have a negative irrespective effect on brand's reputation.

Sometimes it is difficult to satisfy the needs of the European Trends, American Trends and Canadian Trend as world market is massive enough, and some of the trend are not the same. So it is difficult to match with in terms of the consumers.

Exchange rate policies could be one of the reason that she challenges.

# Amira Gabriel Fashion Group

- 1) Amira Gabriel Fashion Group has been in the key player in the fashion industry for more than over three decades. It is a well-known agency throughout Canada and the US. The company represents most of the current collections from all around the globe and their main purposes is to promote the high demand fashion to the Canadian market.
- 2) The owner believes that she has a great amount of knowledge and expertise and the trends that must have in the following season. And they are very careful of what they are specifically going to order.
- 3) The Agency mainly runs for more than three decades and believes in promoting women's fashion with simplicity, style and aesthetic.
- 4) Promotes two seasons- Fall and Spring
- 5) Has several websites and social media sites in order to promote their collections.
- 6) Sourced in different parts of Europe, America and Canada.
- 7) Accessible to all the catalogue across the sites.

# Fall Collections of Amira Gabriel.



# Spring Collections of Amira Gabriel Fashion Group



# Spring Collections of Amira Gabriel



# House of Counts

 SPANNER® (Canada)

 TRICOTTO (Canada)

*Jane & John* (Canada)

**Lulu Love**  
FASHION (Canada)

**Grande Madame** (Canada)

DORIS**STREICH.** (Germany)

**ZERRES** (Germany)

top  secret (Germany)

MICHAELA LOUISA (England)

 Cantoo/sun moda (US)

# Reason for choosing this rep?

1. Experienced sales representative
2. Has a great worldwide recognition
3. Great amount of the product knowledge
4. Great amount of quality and provides several colours and size range that is suitable for the consumers.
5. Clothes are very comfortable
6. Provides similar target market as ours
7. Great marketing strategy

# Location



## **TORONTO SHOWROOM**

63 Wingold Ave., Suite 203  
Toronto, ON  
M6B 1P8

Toll Free in North America 1-800-309-9017

(E) [amira@agfg.ca](mailto:amira@agfg.ca)

(F) 613-789-3504



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# Territory



The headquarter of the Company is in Ottawa.  
However if the consumer wants to visit the store, then they could visit their showroom in Toronto.

# MarcCain



Marc Cain is founded in 1973 that has been founded by it's chairman of Board Helmut. This agency is very well-known worldwide and manages it's headquarters such as Germany, America, and Canada respectively. This company has a worldwide reputation in terms of the design, quality and the material. The company is successfully maintain in Bodelshausen in three shift operation. It has a emphasis of extreme modern sewing workshop and print shop.

Focuses on Fall/winter and Spring Summer Collection

Provide glamorous clothing with simplicity and afforable clothing for women in any age group.

Active reputation in terms of social media.

# MarcCain's Fall season.



# MarcCain's Fall season.



# MarcCain's Summer season.



# MarcCain's Summer season.



# MarcCain's House of count



# Location



New York Head office

**Orchard Street 143**

**NY 10002 New York City**



Foto 225856 [www.bilderbuch-koeln.de](http://www.bilderbuch-koeln.de)

Operation in Bodelshausen Germany.

They could be also reached in New York City in their head offices.

Also could be reached in their other offices such as Carrefour Laval.

# Reason for choosing this rep?

Energetic sales representative

Great knowledge in terms of the fashion trades and export

Able to communicate with customers determination needs

Develops a great amount of public relation strategy that could be helpful to meet with our demand

Able to analyze with different trends and consumer needs and has a greater knowledge in terms of the pricing.

Excellent interpersonal skills

Creative thinker

# Natasha Pellegrino



Alumni of LaSalle College and Concordia University

Has a great amount of reputation as a representative and represent it across USA and Canada. And currently been in the agency for more than 5 years.

Expert in terms of negotiating with sales and communication perspective.

Great knowledge in terms of the world market

# Challenges that she faced?



Lack of investment that she might face when she visits a trade show.

Even if there is a wider reach in terms of the social media, sometimes it is difficult to convince the consumers and reach out the consumers in abroad

Difficult to met up with the expectation in the world market because there might be a difference in terms of the pricing as US and Canada pricing is not the same.

Sometimes it is difficult to analyse the trends between the both countries.

Fear of criticism as impact depends on the consumer's taste.

## Line Lists- LaSalle Group 1



Front

Back

Product Name: Women's blouse at the neck, and at the black it has an invisible black zippers.

Style: **#LS16743**

1. Description: Invisible black zippers, less flowey, it will have sleeves in the button, no zebra prints, and has a ruffle element.
2. Size Availability: XXS , XS,S,M,L,XL,
3. Colours Availability:



4. Fiber Content: 50% silk, 50% cotton

Price Range: \$40.00 to \$59,99

Expected Delivery Date: October 2019

Product:



## Line Lists- LaSalle Group 2



Front



Back

Product Name: Elegant blouse with ruffle neck and flared tops, full sleeves.

Style: LS16457

Description: It has a lot of shine,full sleeve,elegance with the full sleeves, ruffle necks.

Colors Availability:



Size Availability: XXS , XS,S,M,L,XL,

Price Availability: 69,99\$

Fiber Content: 40% cotton 60% Rayon

Products:



Delivery: October 2019

## Line Lists- LaSalle Group 3



Product Name: Vintaged inspired blouse with flares and full-sleeves.

Style: #LS189097

Description: It will have a U-shaped collar neck

- It will have a square shaped that has simple button
- It will have like a puff sleeve collar and vintage styled buttons

Size Availability: XXS,XS, S, M,L, XL

Colors Availability:



Fiber Content: 100% polyester

Price: \$59.99

Product:



Delivery Date: October 2019

## Line Lists- LaSalle Group 4



Product Name: Vintage inspired blouse  
Description: It will have a u-shaped collar

- Net fabric on the above shoulder
- It will have a touch of the net
- It will be flowy as the 1<sup>st</sup> one
- It will have ruffle element which will give a change and give the vintage feel.
- Satin to give the shine to the garment
- Full length sleeves

Style: LS89765

Size Availability:



Size Availability: XXS,XS, S, M,L, XL

Fiber Content: 100% silk

Price: 67.99\$

Product:



Delivery Date: October 2019

# Line List: Lasalle Group 5



Product Name: Vintaged inspired flowy blouse that has a three quarter sleeves.

Style: LS67187

Description: Assymetrical hem, flowey touch,  $\frac{3}{4}$  sleeves that will give a glamorous touch, it has an invisible zippers.

Size Availability: XXS,XS, S, M,L, XL

Colors AVailability: 

Price: 49,99\$

Fiber Content: 100% Rayon

Product



Delivery: October 2019

THANK  
YOU!!

The image features a dark blue background on the left side, which is separated from a white background on the right by a thin, light-colored diagonal line. The text "THANK YOU!!" is written in a white, serif font, centered in the dark blue area.