

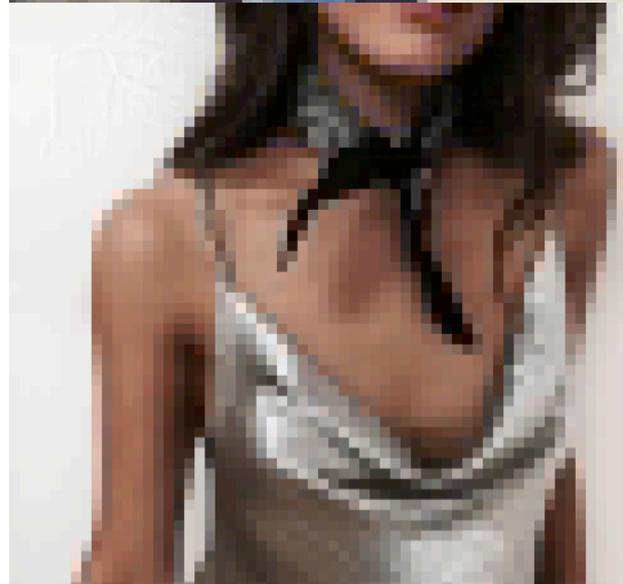


Sales Representative

Marika
Jessica
Tatyana

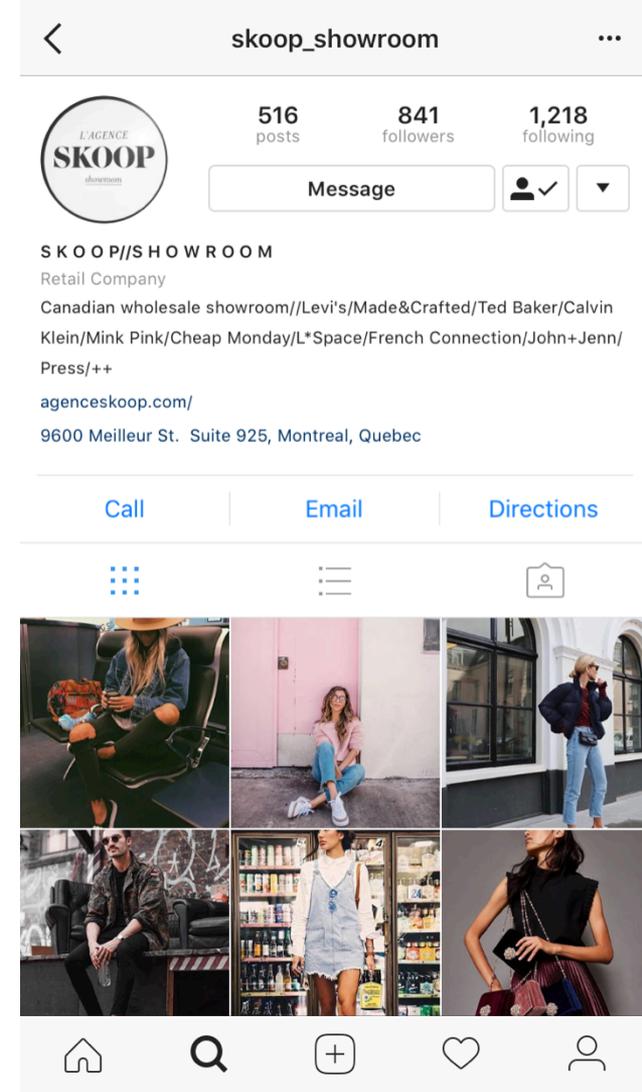
Cassandra Foriero

- Presently she is a sales representative at Skoop Showroom
- Undergraduate degree in commerce with a major in marketing at JMSB
- DEC obtained from LaSalle College in fashion marketing
- Worked as a retail sales associate for 10+ years during her studies



Responsibilities

- Present seasonal collections to buyers
- Manage client orders, handle inquiries and solve issues with products
- Find new sales leads
- Communicate with management that includes submitting activity result reports, daily call reports and weekly work plans
- Check up on seasonal territory analyses
- Take care of social media pages



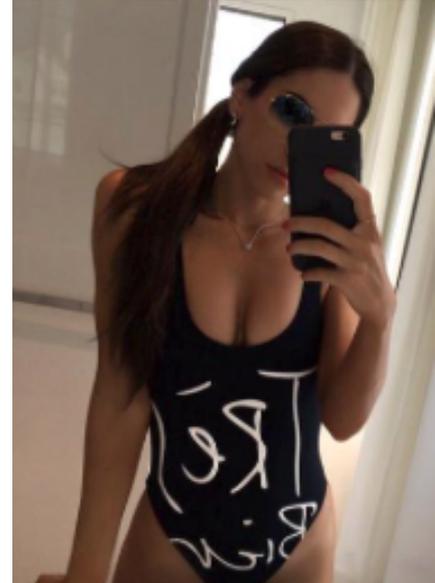
Represented Brands

- Generally the company's brands are more of a street, work and going out style for women ages 20 to 40
- She takes care of 9 brands, each of the product types are varied
- Mink Pink, Cheap Monday, Glamorous & CHRLDR is everyday trendy clothing
- Lipsy has evening and going out wear
- French Connection, Tommy Hilfiger & Kersh is basic clothing



CHRLDR

- Sells Lounge/workout wear
- CHRLDR sells, sports bras with matching leggings, Hoodies, Knit tops, outerwear, swimwear and accessories
- Their most popular product is the legging with the print, they are soft, comfortable and long lasting.
- Mid ranged prices 40-150\$ which is affordable compared to competition
- CHRLDR sells unique pieces, which differentiates them from their competitors
- Brand is worn by celebrities.
- The market for active wear is growing, people don't buy activewear to only wear at the gym its become more of a everyday wear, which allowed the brand to grow and gain popularity.



SOUTH PARADE

- London Based
- Known for the graphics and prints on sweaters and t shirts
- Very simple
- Mid range price point
- Only sells lounge wear, doesn't sell workout wear.
- Trendy
- Only womens wear



CRIMINAL DAMAGE

- UK based company
- Street style, Urban wear
- Lower price point
- Mainly focuses on men's clothing
- Trendy
- Known for their Track suits

