

Message for the Students

Dr. Babasaheb Ambedkar Open University is the only state Open University, established by the Government of Gujarat by the Act No. 14 of 1994 passed by the Gujarat State Legislature; in the memory of the creator of Indian Constitution and Bharat Ratna Dr. Babasaheb Ambedkar. We Stand at the seventh position in terms of establishment of the Open Universities in the country. The University provides as many as 54 courses including various Certificate, Diploma, UG, PG as well as Doctoral to strengthen Higher Education across the state.



On the occasion of the birth anniversary of Babasaheb Ambedkar, the Gujarat government secured a quiet place with the latest convenience for University, and created a building with all the modern amenities named 'Jyotirmay' Parisar. The Board of Management of the University has greatly contributed to the making of the University and will continue to this by all the means.

Education is the perceived capital investment. Education can contribute more to improving the quality of the people. Here I remember the educational philosophy laid down by Shri Swami Vivekananda:

“We want the education by which the character is formed, strength of mind is increased, the intellect is expand and by which one can stand on one’s own feet”.

In order to provide students with qualitative, skill and life oriented education at their threshold. Dr. Babasaheb Ambedkar Open University is dedicated to this very manifestation of education. The university is incessantly working to provide higher education to the wider mass across the state of Gujarat and prepare them to face day day challenges and lead their lives with all the capacity for the upliftment of the society in general and the nation in particular.

The university following the core motto ‘स्वाध्यायः परमम् तपः’ does believe in offering enriched curriculum to the student. The university has come up with lucid material for the better understanding of the students in their concerned subject. With this, the university has widened scope for those students who are not able to continue with their education in regular/conventional mode. In every subject a dedicated term for Self Learning Material comprising of Programme advisory committee members, content writers and content and language reviewers has been formed to cater the needs of the students.

Matching with the pace of the digital world, the university has its own digital platform Omkar-e to provide education through ICT. Very soon, the University going to offer new online Certificate and Diploma programme on various subjects like Yoga, Naturopathy, and Indian Classical Dance etc. would be available as elective also.

With all these efforts, Dr. Babasaheb Ambedkar Open University is in the process of being core centre of Knowledge and Education and we invite you to join hands to this pious *Yajna* and bring the dreams of Dr. Babasaheb Ambedkar of Harmonious Society come true.



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Dr. Babsaheb Ambedkar Open University

(Established by Government of Gujarat)

FASHION DESIGN – DIPLOMA COURSE

DFD: 09

FASHION EVENT ORGANIZATION

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UNIT : 1**INTRODUCTION TO FASHION
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1.0 OBJECTIVES

After studying this unit, the student will be able to:

- understand the terms - management and event management;
- know about the principles of management;
- get information regarding the concept of event management;
- learn about the functions of fashion event management.

1.1 INTRODUCTION

Any business's success depends on setting goals and objectives and the efforts to achieve those pre-determined goals. There is a requirement for many resources to achieve the predetermined goals. We can see that management is everywhere globally, whether it is a personal or professional life. It is the crucial act of handling the available resources like material, production, technology, money, people or natural resources, etc.



Fig. 1 Management

1.2 DEFINITION

Management:

- 1) **According to Harold Koontz**, “Management is an art of getting things done through and with people in formally organized groups.”
- 2) **According to Mary Parker**, “Management is an art of getting things done through and with people.”
- 3) **According to F.W.Taylor**, “Management is an art of knowing what to do, when to do and see that it is done in the best and cheapest way.”
- 4) **According to Lawrence**, “Management is the accomplishment of results through the efforts of other people.”
- 5) **According to Henry Fayol**, “Management is to forecast (estimate), to plan, to organize, to command, to coordinate and control activities of others.”
- 6) “It is the act of getting things done through others and having them do it willingly.” - **American Management Association.**

1.3 WHAT IS MANAGEMENT?

Management is a process of performing preset activities and roles to achieve the business organization's determined goals. The goals and objectives may vary from one organization to another.

Available resources should be utilized effectively and efficiently to attain the desired results. Effectively refers to "high attainment" or "doing things right." Efficiently refers to "low wastage of materials, money, time or efforts."

The resources can be in various forms of raw material, man, money, machine, power, process, market, technology, time, or natural resources.

The business engages various people as per their skills, knowledge, and experience. People usually try to achieve the organizational goals within a time frame to earn a reasonable profit for the business.

Management helps the people and the business to carry forward all the necessary activities for the smooth functioning of business activities. It includes various functions and principles like planning, organizing, staffing, directing, coordinating, controlling, reporting and budgeting, etc.

1.4 PRINCIPLES OF MANAGEMENT

Today's managers are blessed with the availability of the internet, various modern theories of management, and many other sources to acquire information and knowledge. Managers of early 1900 had very few references to develop managerial skills and practices. As time passes, various theorists developed theories for management.

Henri Fayol is one of the most popular management theorists. He is known as the father of management. He developed fourteen principles of management that are given below.

Henri Fayol's 14 Principles of Management



Fig. 2: Principles of management

1.4.1 Division of work:

According to Henri Fayol, the work should be divided into various parts and allocated among multiple employees. The division of work should be as per the skills and expertise of people. It leads to higher efficiency and effectiveness in task performance that acquires desired results.

1.4.2 Authority and responsibility:

As per the authority principle, the managers should have the authority to issue orders and command the subordinates. The responsibility comes along with authority. It is the state of being accountable for doing something. There should be a balance between authority (power) and responsibility (duties).

1.4.3 Discipline:

According to Fayol, “discipline means the respect of authority, sincerity, and to obey the rules and regulations of organization.” The subordinates should respect the superiors and obey the commands and orders given by them.

1.4.4 Unity of command:

The subordinates should have only one direct supervisor. They should get the orders and commands from only one person. It brings discipline to the organization. And the relationship between superiors and subordinates can be smooth and harmonious.



Fig.3: Unity of command

1.4.5 Unity of direction:

According to this principle, there should be a common organizational goal. And the whole organizational effort should be directed towards the achievement of the same common goal. All employees' efforts should be in the same direction.



Fig. 4: Unity of direction

1.4.6 Subordination of individual interest to the general interest:

This principle implies that one employee’s interest should not be more important than the interest of the organization. It applies to all the employees of the business from top to bottom.

1.4.7 Fair Remuneration:

According to Fayol, the remuneration paid to the employees should be fair, reasonable, and satisfactory in accordance with their efforts. It should satisfy the employer and employee. He also recommended other benefits like residential facilities, education, medical aid, etc.

1.4.8 Centralization:

The centralization of the decision-making is necessary for all the business. This principle refers to how close the employees are to the decision-making process. It is required to have an appropriate balance in an organization.

1.4.9 Line of authority / Scalar channel:

The organizational structure forms hierarchy from top to bottom. The employees should be aware of their place and stand in a corporate structure or chain of command.

1.4.10 Order:

As per this principle, everything should be in its place. The arrangement of things known as material order and arrangement of people is known as social order. The material order refers to the systematic arrangement of materials and machinery to create a safe environment for the employees. The social order refers to “the right person on the right job.”

1.4.11 Equity:

The principle of equity suggests that all the employees should be treated equally as possible. Equity is the combination of kindness, fairness, and justice.



Fig.5: Equity

1.4.12 Stability of tenure of personnel:

The main priority of the top management is to retain productive employees. The recruitment and selection of new employees generate costs to the organization. The manager should look after the employee turnover ratio. The manager should try to minimize the turnover ratio.

1.4.13 Initiative:

Henri Fayol recommended that the employees be given reasonable freedom to share their ideas, experiences, and take the initiative to suggest new work methods.

1.4.14 Esprit de Corps / Team spirit:

Management should strive to promote unity and spirit. There should be harmony and general good feelings among employees.

1.5 WHAT IS EVENT MANAGEMENT?

1.5.1 What Is Event Management?

Event management can be defined as the art of applying project management to creating and developing small-scale or large-scale personal or corporate events like conferences, festivals, ceremonies, weddings, conventions, informal and formal parties, concerts, etc. The field of event management involves analyzing the brand, devising the concept of an event, identifying the target audience, and understanding all the technicalities before the event's launch.

The events industry involves managing events from all kinds of fields and all sizes, right from business breakfast meetings to the Olympics. Many celebrities, interest groups, charitable organizations, and industries hold events of all kinds to build business relationships, celebrate an achievement, market their labels, or raise money. The process of coordinating and planning an event is called event planning. This can include a variety of tasks such as budgeting, site selection, coordinating parking and transportation, scheduling, acquiring necessary permits, arranging decor, catering, arranging for entertainers and speakers, event security, emergency plans, and coordinating with various third-party vendors. Every event is distinct in nature. Hence, the entire process of planning a specific event and executing it also differs according to the event type.

An event manager is responsible for planning and executing an event. He / she handles the logistical, technical, and creative elements of such planning, including the overall brand building, audio-visual production, event designing, communication and marketing strategy, logistics, client service, negotiation, scriptwriting, and budgeting. The complexities of event management are ever-changing. Hence, an

individual must have extensive knowledge of the field and must be able to quickly assess the changing environment to adapt to it and work accordingly. This is probably why event management is regarded as a stressful career path for most.

1.5.2 Objectives of Event Management

Event management consists of the following objectives:

- Ensuring the maximum enjoyment of the attendees / audience
- Minimizing any risks of failure of the event
- Taking care of essential aspects like security, technology, and transportation before the event
- Sorting out things like the budget, timings, venue, themes, and contractors
- Foresee any possible hurdles and have a plan to mitigate them if necessary
- Understanding the brand and target audience to make the event a success

1.5.3 Things to Consider For Event Management and Planning

When it comes to management and planning an event, the initial discussions are important. They help in finalizing the overall concept and theme in the first few stages of event planning. To help makes things easy, here is a go-to checklist for event planning with coordinators that you can rely on:

- The creative conceptualizer works with the innovative team of an event on the event brief.
- The project manager is responsible for preparing a detailed schedule using external agencies for help when needed. These include engineers, contractors, and architects for efficient planning in the first stage of event management.
- A budget statement is another crucial part of event planning. The project manager draws up a budget statement for the construction of sets, lighting, sound, special effects, venue hire, etc., so that the funds can be arranged accordingly.
- Deadlines or critical dates are assigned, and if there is any non-compliance with said timelines, alternative solutions are drawn up by reevaluating responsibilities.
- The project coordinator is in charge of completing the overall design, visuals, and models with graphics. The client is given a concept for an idea of the event.
- This is the stage when an agreement or a contract is drawn up, and all parties involved finalize it mutually. This agreement usually includes a section on penalties and deadlines.
- Working drawings are finalized and printed so that quotations can be taken from prospective suppliers.

- Material acquisition for event production.
- Ensuring that all the appropriate security and safety arrangements are made.
- The marketing team and sales coordinators keep track of everything and ensure there are arrangements for catch-up plans.
- Event coordinators work with graphic designers to finalize illustrations as well as liaison with them regarding promotions, posters, brochures, advertisements, support literature, etc.
- Logistics is an integral part of keeping the clients informed of the progress and about developments. It includes booking hotels and transportation for all participants / attendees.
- Finalization of security, furniture, cleaning, decor, hired services and communication, etc.
- The project manager also draws up contingency plans, and final visits are made for quality control and checks.

1.5.4 Importance of Good Event Management

Events at the corporate level are commercial tools that are carried out to enhance relationships with our clients and carry out specific communication actions such as supporting the launch of a product. In general, they are usually actions to which many resources and a high budget are dedicated. That is why it is essential to know how to organize a significant event to achieve the objectives for which it was created. Some critical elements of successful event management are:

- Beginning early
- Flexibility
- Assigning responsibilities
- Negotiating
- Having a backup plan if things go south

Planning and managing an event can be a stressful job and might leave event organizers feeling overwhelmed. However, keeping the event goal in mind can sometimes be all the help you need to manage an event successfully.

Check Your Progress - I

1. What is management?

2. What is the definition of management according to Harold Koontz?

3. What is event management?

4. Define objectives of event management.

5. What is the importance of good event management?

1.6 CONCEPT OF FASHION EVENT MANAGEMENT

Fashion event management, in simple words, is the management of a fashion event. The fashion industry is big and constitutes a vital part of our daily lives. In India, the fashion industry has grown by leaps and bounds over the years. The Indian fashion industry is about local fashion gurus and Western trends from around the world reaching the Indian shores. It is a proud achievement for Indian fashion designers to meet and talk with Western designers. One of the biggest platforms for that to happen is fashion shows or fashion events. These events allow fashion designers to demonstrate their work through a fashion show. It also offers them a platform to brainstorm and gain recognition for their work.

In the present times, not only Milan and Paris but India is also included in the most important fashion centers of the world. These shows are organized as launch and marketing platforms and are not for daily consumers. Designers usually launch a show each season with their own labels. Furthermore, they hire top-ranking fashion models to showcase

their range of apparel on the ramp. A large section of the audience is made of buyers and sellers.

One of the most crucial needs of a fashion event is the security part of event management. This task is usually handled by professional security companies with guards overseeing the event in different positions to ensure that everything runs smoothly and without any hiccups. Like any other event management, fashion event management also consists of a team of professionals who visualize the concept, organize and execute the event, and plan the budget. Media is used extensively at fashion events to communicate event details to the target audience. Some other core concepts of fashion event management include:

- **Event Infrastructure**
Event infrastructure comprises all the crucial aspects such as the core concept, core people, and core talent, without which there will be no event.
- **Core Concept Of The Event**
This term is the fundamental character and evolution of all the categories of an event. This concept is like the root of a tree that lays down the base and energy for the kind of tree that will grow.
- **Core People Of The Event**
Core people consist of all the individuals who perform, participate or act in the process of creating a desired impact on the audience to get the brand of the client in a favorable position in their mind.
- **Core Talent Of The Event**
The core people must have a specific reputation, knowledge, or expertise within every event category. This is known as the core talent that influences and attracts the audience.

1.7 FUNCTIONS OF FASHION EVENT MANAGEMENT

A fashion event is an integral part of not just the lives of fashion designers but also the common public at large. People can enjoy a fashion event and check out the latest creation of a designer without any stress. However, it is much harder for the team responsible for the management of such an event. Event planning and management can be a stressful and complex process. That said following some essential event management functions can make this task easy.

1.7.1 Planning

The very first step to event management is the conceptualization and planning of an event. However, before planning a fashion event, the event manager must be aware of the event objectives and the intentions as well as the goals of the client for the event. This clarity is vital to plan the event just right. The foundation of any event is its purpose, and the objectives of an event affect how you will set up a fashion event and even how you will plan one. Planning involves the business part of event management, the development of a strategic plan as well as the operations plan of an event.

1.7.2 Organizing

The following important principle of fashion event management is its organization. This involves setting up a definite structure for the organization of an event and holding meetings with the management team to brainstorm ideas and create a definite structure. This is when a layout of the actual event is designed to ensure that the execution part of event management goes as smoothly as possible. In this stage, budget planning is also done to minimize any risks and ensure that the event is hosted within the stipulated budget. At this stage, it is also essential to define a target audience for the product launch / fashion event so that the event can be built entirely around them.

1.7.3 Staffing

Staffing is one of the most essential principles of fashion event management. This involves assigning responsibilities and delegating the different tasks to skilled individuals for hassle-free execution of the event. This also consists of determining the timelines for everything that will take place at the event, including what will take place, how it will take place, and when. Any significant fashion event involves complex scheduling and time management. This includes the venue preparation, technological and digital setup as well as catering. It is also vital to choose the right venue, and doing that involves a number of very important steps such as research, cost negotiation, the building of a contract, and establishing working relationships.

1.7.4 Directing

An integral part of fashion event management is also supplier management, as all kinds of fashion events involve a large number of suppliers. From lighting to caterers, you need to contact several suppliers, shortlist them, negotiate costs and finalize the contracts. After this, it is crucial to manage suppliers efficiently and ensure that they fulfill all their roles within the budget and on time to ensure the event is a success. In addition to that, marketing and communication must also be directed at this stage across a number of channels such as social media, digital marketing, and direct mail. This is because it is important to market a promise to the audience of precisely what you plan to deliver.

1.7.5 Coordinating & Controlling

As mentioned above, overseeing the work of suppliers to ensure they deliver on their promise within the stipulated budget and deadline is super important. This is where coordination comes into play. There also needs to be open communication between all the teams involved in the management of an event, and the team manager is responsible for coordinating and controlling the teams to ensure optimum results.

1.7.6 Decision-Making

The principle of decision-making is definitely the most vital in any fashion event management. This is important to ascertain how everything is going to go, which suppliers will be hired, which digital marketing teams will promote the event, and much more. The entire fashion event stands on all the decisions that are made in its planning stage. This also includes considering the environmental and social impact of an event. Hence, it is crucial to think sustainably and make sustainable decisions during this time, not just for the immediate event in question but also long-term.

1.7.7 Risk Management

Finally, since event management is a complex process, many things can go wrong, and there can be several possibilities for failure. It is crucial to understand the risks, how likely each risk is to arise, and a contingency plan to mitigate them in case they do. It also includes devising strategies to minimize risk and have a backup plan in case things go south.

These are the seven fundamental functions of fashion event management using which the entire process of managing a fashion event can become quick, easy, and streamlined.

Check Your Progress - II

1. What is fashion event management?

2. Make a list of functions of fashion event management.

3. Make a list of core concepts of fashion event management.

4. What are the objectives of event management?

5. How is risk management helpful for event management?

Multiple Choice Questions

1. "Management is the accomplishment of results through the efforts of other people." This definition is given by _____

- a) Harold Koontz
- b) Mary Parker
- c) Lawrence
- d) Henry Fayol

2. Taking care of essential aspects like security, technology, and transportation _____ the event.

- a) Before
- b) After
- c) On the time of
- d) None of the above

3. Efficiently refers to "_____ wastage of materials, money, time or efforts."

- a) High
- b) Low
- c) No
- d) All of the above

4. One of the objectives of event management is ensuring the _____ enjoyment of the attendees/audience.
- a) Maximum
 - b) Minimum
 - c) Reasonable
 - d) All of the above
5. _____ includes devising strategies to minimize risk and have a backup plan in case things don't go according to plan.
- a) Planning
 - b) Staffing
 - c) Risk management
 - d) Directing
6. The very first step to event management is the _____ and planning of an event.
- a) Organizing
 - b) Coordination
 - c) Directing
 - d) conceptualization

1.8 LET US SUM UP

Management is everywhere in the world, may it be a personal or professional life. It is the crucial act of handling the available resources like material, production, technology, money, people or natural resources, etc.

The definition of management according to F.W.Taylor, “Management is an art of knowing what to do, when to do, and see that it is done in the best and cheapest way.”

Management is a process of performing preset activities and roles to achieve the business organization’s determined goals. The goals and objectives may vary from one organization to another. The business engages various people as per their skills, knowledge, and experience. The group of people usually tries to achieve the organizational goals within a time frame to earn a reasonable profit for the business.

Event management can be defined as the art of applying project management to creating and developing small-scale or large-scale personal or corporate events like conferences, festivals, ceremonies, weddings, conventions, informal and formal parties, concerts, etc.

Event management consists of the following objectives:

- Ensuring the maximum enjoyment of the attendees/audience
- Minimizing any risks of failure of the event
- Taking care of essential aspects like security, technology, and transportation before the event
- Sorting out things like the budget, timings, venue, themes, and contractors
- Foresee any possible hurdles and have a plan to mitigate them if necessary
- Understanding the brand and target audience to make the event a success

When it comes to management and planning an event, the initial discussions are important. They help in finalizing the overall concept and theme in the first few stages of event planning.

Fashion event management, in simple words, is the management of a fashion event. The fashion industry is big and constitutes a vital part of our daily lives. In India, the fashion industry has grown by leaps and bounds over the years. The Indian fashion industry is about local fashion gurus and Western trends from around the world reaching the Indian shores.

Some core concepts of fashion event management include:

- Event Infrastructure
- Core Concept Of The Event
- Core People Of The Event
- Core Talent Of The Event

Some basic event management principles are there that can make fashion event management tasks easy. They are given below.

- Planning
- Organizing
- Staffing
- Directing
- Coordinating and controlling
- Decision making
- Risk management

These are the seven fundamental principles of fashion event management using which the entire process of managing a fashion event can become quick, easy, and streamlined.

1.9 KEYWORDS

Analyzing	interpreting or examining
Integral	necessary to make a whole complete; or fundamental
Essential	a thing that is absolutely necessary or extremely important
Overwhelm	overcome
Distinct	different
Foresee	be aware of beforehand; predict
Liaison	communication between two or more groups, or co-operation or working together
Influential	having a great influence on someone or something
Critical	important/significant or crucial
Logistics	management of transportation
Mitigate	reducing the risk of loss from the occurrence of any undesirable event
Non-compliance	failure to act in accordance with a wish or command
Prospective	probable/ promised or planned
Contingency	a future event or circumstance which is possible but cannot be predicted with certainty
Enhance	to increase or improve
Fundamental	a central or primary rule or principle on which something is based
Conceptualization	the action or process of forming a concept or idea of something

1.10 SUGGESTED BOOKS

- Principles of Business Management - Arun Kumar, Rachana Sharma - Atlantic publishers & distributors
- Principles and Practices of Management - Kaul, Vijay Kumar - Vikas Publishing House - First edition 2015
- General and Industrial Management - Henri Fayol and Irwin Gray - Originally published 1916- Pitman Publisher, London
- Essentials of Management - Harold Koontz, Heinz Wehrich - Seventh edition - Tata Mcgraw-Hills Publishing Company Limited
- Introduction to Management - Clin Combe - Oxford University Press - First edition 2014

Sources of Images

Fig. 1: toppr.com

Fig. 2: leanrestaurant.com

Fig.3: Juyalsunil.wordpress.com

Fig. 4: Blogspot.com

Fig.5: slideshare.net

Answers

Check Your Progress - I

1. Management is a process of performing preset activities and roles to achieve business organization's goals. It helps the people as well as the business to carry forward all the necessary actions for the smooth functioning of business activities.
2. The definition of management According to Harold Koontz, "Management is an art of getting things done through and with people in formally organized groups."
3. Event management can be defined as the art of applying project management to creating and developing small-scale or large-scale personal or corporate events like conferences, festivals, ceremonies, weddings, conventions, informal and formal parties, concerts, etc.
4. The objectives of event management are mentioned below:
 - Ensuring the maximum enjoyment of the attendees/audience
 - Minimizing any risks of failure of the event
 - Taking care of essential aspects like security, technology, and transportation before the event
 - Sorting out things like the budget, timings, venue, themes, and contractors
 - Foresee any possible hurdles and have a plan to mitigate them if necessary
 - Understanding the brand and target audience to make the event a success
5. The importance of good event management:
 - Beginning early
 - Flexibility
 - Assigning responsibilities
 - Negotiating
 - Having a backup plan if things go south

Answers - Check Your Progress - II

6. Fashion event management is the management of a fashion event. The fashion industry is big and constitutes a vital part of our daily lives. Fashion event management consists of a team of professionals who visualize the concept, organize and execute the event, and plan the budget. Media is used extensively at fashion events to communicate event details to the target audience.
7. A list of functions of fashion event management is given below:
 - Planning
 - Organizing

- Staffing
 - Directing
 - Coordinating and controlling
 - Decision making
 - Risk management
8. Some core concepts of fashion event management include:
- Event Infrastructure
 - The core concept of the event
 - Core people of the event
 - Core talent of the event
9. Event management consists of the following objectives:
- Ensuring the maximum enjoyment of the attendees/audience
 - Minimizing any risks of failure of the event
 - Taking care of essential aspects like security, technology, and transportation before the event
 - Sorting out things like the budget, timings, venue, themes, and contractors
 - Foresee any possible hurdles and have a plan to mitigate them if necessary
 - Understanding the brand and target audience to make the event a success
10. Event management is a complex process, a lot of things can go wrong, and there can be several possibilities for failure. It is crucial to understand the risks, how likely each risk is to arise, and a contingency plan to mitigate them in case they do. It also includes devising strategies to minimize risk and have a backup plan in case things go south.

Answers – Multiple Choice Questions

1. c) Lawrence
2. a) Before
3. b) Low
4. a) Maximum
5. d) Directing
6. d) conceptualization

UNIT : 2**EVENT PLANNING****: STRUCTURE :****2.0 Objectives****2.1 Introduction****2.2 Definition****2.3 Importance of Planning****2.4 Characteristics of Planning****Check Your Progress - I****2.5 Type of Planning****2.6 Principles of Event Planning****2.7 Application of Planning in Fashion Event Organization****Check Your Progress - II****Multiple Choice Questions****2.8 Let Us Sum Up****2.9 Keywords****2.10 Suggested Books****Answers**

2.0 OBJECTIVES

After studying this unit, the student will be able to:

- understand the term planning;
- understand the importance of the planning;
- know about different types of planning;
- explain the principles of event planning;
- describe the application of planning in fashion event organization.

2.1 INTRODUCTION

In today's fast-changing circumstances, planning is required for every aspect. There are higher risks and uncertainty in the external

business environment. Planning empowers the management of the company to control the future business aspects rather than being mopped away.

A plan can be defined as a blueprint of various courses of action designed in present for the future course of action. So, planning is a rational attempt by a manager to envision the future for better organizational performance.

Planning is the first and foremost important and key element of management that every business organization has to deal with irrespective of its types, size, or origin.

The business organization gets affected by various internal as well as external factors. So it becomes more complex for the planner to plan accurately and envision the future. The constantly changing business environment and the economic and non-economic factors reduce the applicability of the plan. But it is more safe and wise to plan in advance rather than facing the troubles when they arise. So, planning plays a very important role to meet emergencies and face challenges.

2.2 DEFINITION

Planning is one of the crucial functions of management; it has been defined by various authors. Some of the definitions are presented below.

Koontz and O'Donnell – “Planning is deciding in advance what to do, when to do, how to do and who is to do it. It is bridging the gap from where we are to where we want to go.”

Alford and Beatt – “Planning is the thinking process, the organized foresight, the vision based on fact and experience that is required for intelligent action.”

Louis A. Allen – “Management planning involves the development of forecasts, objectives, policies, programs, procedures, schedules and budgets.”

Thleo Haimann – “Planning is deciding in advance what is to be done. When a manager plans, he projects a course of action, for the future, attempting to achieve a consistent, coordinated structure of operations aimed at the desired results.”

Urwick – “Planning is a mental predisposition to do things in an orderly way, to think before acting, and to act in the light of facts rather than guesses.”

Wehrich and Koontz – “Planning is an intellectually demanding process; it requires that we consciously determine courses of action and base our decisions on purpose, knowledge and considered estimates.”

2.3 IMPORTANCE OF PLANNING

Planning is the first and foremost important activity in all business entities. The achievement of the goals and objectives depends on a sound plan. Effective and efficient planning is an important condition for sound planning. The importance of the planning is described below.

2.3.1. Clear objectives:

Planning helps to make the goals and objectives clear and specific. It aids in formulating the objectives as well as acts as a guide to actions to be taken in the present and future course of action.

2.3.2. Direction:

Planning provides the proper direction to the business organization. It helps to keep the business on the right track. It's important for managers to decide what to do when to do it, how to do and who is going to do it? Proper planning is the answer to all the questions.

2.3.3. Reduction in risk and uncertainty:

Business organizations plan in advance to tackle the risk and uncertainty of the future. No one can accurately predict what is going to happen in the future? But, the planning helps in reducing the risk and uncertainty. It is important to plan well in advance to meet the planned performance and to take appropriate actions to face unexpected future events.

2.3.4. It is economical:

Planning is an important economic activity. It shows the right path to business and plans in advance to meet future contingencies. So it's better to plan and decide the future goals to be achieved rather than face the uncertain future problems. Planning reduces the economical losses and saves the business organization to bear losses.

2.3.5. Base for control:

Planning provides the basis for controlling the activities. The actual performance can be matched with the planned performance, if there is any variation it can be noticed and improved. So, planning plays a key role in performance measurement and control.

2.3.6. Decision making:

At the time of planning, there can be various options and alternatives available. The planner compares the various alternatives and selects the best and feasible option for the business. Planning facilitates appropriate decision-making and avoids false decisions and sudden actions.

2.3.7. Efficient performance:

Planning improves the efficiency and effectiveness of the performance. With the help of planning one can make rational decisions and with the help of planned targets, the operation can be more efficient and effective. It indirectly leads towards the minimization of loss and maximization of profit.

2.3.8. It provides motivation:

Motivation and morale are very important factors that affect the behavior and performance of the employee directly. Planning defines the role of an employee clearly and specifically. If the role is definite then the employees feel highly motivated and work consciously towards the achievement of the goals. It directly leads towards better performance and higher results.

2.3.9. Coordination:

Planning coordinates the efforts of employees towards the achievement of organizational objectives. The coordination between the employee's efforts and other available resources can generate better performance. There can be synchronization between different departments of the business because of appropriate planning.

2.3.10. Innovation and creativity:

Planning enforces the managers to be innovative and creative. It motivates managers to find out the distinct and refined techniques for performance. It is beneficial to sustain the position of the business in the market and avoid external threats.

2.4 CHARACTERISTICS OF PLANNING



Fig. 1 Characteristics of planning

2.4.1 Managerial function:

Planning is a crucial function that provides the base for other management parts, i.e., staffing, directing, coordinating, controlling, reporting, and budgeting. These all functions should be performed within the boundary of planning.

2.4.2 Goal-Oriented:

Planning is a goal and objective-oriented activity. It determines what activities should be carried out to perform a suitable task. The goals and objectives can be bifurcated into two types i.e., long term and short term. The objectives of the business organization direct and guide the right path to achieve desired results in the future. The basic purpose of planning is to achieve the goals and objectives of an enterprise.

2.4.3 Pervasive:

Planning is pervasive in nature. It is required at all levels of management in the business organization. Pervasive in the sense that it is present at all levels of management. Generally, the top-level managers

decide plans and policies for the whole organization. Different departments of an organization choose the plans for their department and execute them. Planning is a pervasive and universal activity.

2.4.4 Planning is a continuous process:

Planning is a continuous and never-ending process. The managers need to formulate the plans, execute and review them. As the time and business environment changes, the manager has to change and dispose-off the old techniques and develop the new ones. The plans are made for a specific period; as the term gets over, the new plans should be made, executed as per the current and future requirements. Therefore, it is a never-ending and continuous process, as the plans are framed, implemented, and followed by another plan.

2.4.5 Planning is an intellectual process:

Planning is an intellectual process as it involves mental exercise. The main requirement for sound planning is creative thinking. The manager has to think rationally and imagine all necessary aspects of the future course of action. Plans cannot be framed based on random guesswork, but it depends on the manager’s innovative and intelligent thinking ability. Other management functions depend on planning, so it should be done logically and rationally to achieve the organizational goals.

2.4.6 Futuristic:

Planning is a process of thinking in advance to meet future challenges effectively and efficiently. It is about the forecast and prediction of futuristic business trends, policies, and threats. It’s all about looking into the future to formulate plans and procedures that can help meet future business contingencies.

2.4.7 Decision making:

Planning is all about decision-making. At the time of planning, there can be many alternatives, but effective planning requires choosing the best suitable one. Therefore, planning involves the crucial task of decision-making regarding the set goals and objectives and formulates plans and policies to attain them in the pre-decided time period.

Check Your Progress - I

1. What is planning?

2. Write down the definition of planning according to Koontz and O'Donnell.

3. How does planning help in risk reduction and uncertainty?

4. Make a list of the importance of planning.

5. List out characteristics of planning.

6. Planning is a futuristic approach. Explain.

2.5 TYPE OF PLANNING

The types of planning can be divided into main four parts:



Fig. 2 Types of planning

1. Strategic planning :

The top management of the company does strategic planning. The long-term and broadly categorized plans are made. The strategic plans are the base for long-term decisions. The vision, mission, and goals of the business are determined by strategic planning.

2. Tactical planning :

Tactical plans are the answer to “what” is going to happen? Tactical plans are made to implement the strategic plans. These are made for a specific and short-term period. It is framed by the lower-level managers to support the strategic plans formulated by the higher level of management.

3. Operational planning :

Operational plans are the answer to “how” things need to happen in an organization. It includes the setting of work standards and schedules. Several operations need to be accomplished on a day-

to-day basis. These plans are helpful to achieve the vision, mission, and objectives of the company by performing required operations.

Operational plans are also known as single-use plans or ongoing plans. Single-use plans are made to perform particular tasks or activities. For example: a single marketing campaign.

4. Contingency planning :

Contingency plans are made to cope up with the unseen challenges of the future. It includes the formulation of backup plans in case the primary plans fail. The primary plans include contingency plans to cope up with the change that cannot be foreseen. The business world is becoming competitive and complex; contingency plans are essential to survive and retain the market position.

2.6 PRINCIPLES OF EVENT PLANNING

Event planning is the first and very crucial step for organizing an event. There are various factors that directly and indirectly affect the event, which should be considered while planning an event. The size and type of the event may vary from business to business. The planning should be done according to the requirements of the event.

Event Planning:

Event planning is a process of deciding about what to do, how to do when to do it, where to do it, and who is going to do it? An event can be small or big in size and budget. The types of events can be small like birthday or anniversary celebrations or big events like weddings, fashion shows, trade shows, exhibitions, the annual conference, etc.

Event planning plays a very important role in the execution and success of any event. There are several principles of event planning that are applicable to any event whether it's a small or big event.

Principles of Event planning:

2.6.1 Consider the date -

Deciding the date for an event is the first and foremost important thing. Various decisions are depending on the date of an event. The event should be held on a specific date on which guests' and invitees' availability can be assured. If the event is of large size with many guests and -invitees, it may not be possible to select a date that can be suitable for all but try to select a feasible date for most of the invitees. It should be

communicated to all the relevant people in advance, but not too early and not too late.

2.6.2 Selection of a perfect venue -

The selection of a perfect venue is the second most important decision to be taken while planning an event. The location plays a vital role. It should be big enough to accommodate all attendees of the event. If guests are invited out of town, then the venue should be with an accommodation facility. If there is any venue in your mind for the event, check its availability before deciding the date or determine the date after confirming the venue's availability. The venue should fulfill the objective of the event.



Fig. 3 venue for the fashion event

2.6.3 Budget -

Considering the budget for an event is very crucial. The type, size, and style of the event depend on the budget. Nothing is free in this world, and everything costs you some money. The budget should include every possible expense i.e. venue, decoration, food, lighting, accommodation for guests, transportation expense, gifts, and favors, etc., and many more. Several expenses are variable and depend on others too. So, at the time of calculating the budget, all the aspects should be considered. The budget should include the amount to meet the unexpected future expenses.

2.6.4 Defining the objective of the event -

The objective behind hosting an event should be clear. Every answer depends on “why” are you hosting this event? The event's objective can be defined by the question “what” do you want to achieve by throwing this event? The motive behind it may be to get more clients,

expand the business, celebrate a milestone in personal or professional life, launch a new product or brand, marketing purpose or networking, etc.

2.6.5 Be unique -

Many events are getting organized every day. The unique and different kinds of events can place a remarkable imprint on the mind of people. At the time of the event planning, importance should be given to innovative and out-of-the-box thinking.



Fig. 4 Unique idea of Fashion show ramp

2.6.6 Using trusted and well-known service provider -

There are several services required in organizing an event. Various service providers are available to serve the services like lighting, decoration, stage, food, costumes, and many more. The success of an event depends on your guests' services. Therefore choose a reliable and trustworthy service provider at the time of event planning.

2.6.7 Having great food and decoration for the event -

There is a proverb, "the way to a man's heart is through his stomach." Most people's hearts are through their stomachs. Food plays a significant role in any event. Usually, people give their reviews about the event (good or bad) mainly depending on food and decoration. So, plan for the best food caterer who can fulfill your guests' dietary and hire the decorator who can decorate the venue in line with your event.



Fig. 5 Food arrangements



Fig. 6 Decoration at the event

2.7 APPLICATION OF PLANNING IN FASHION EVENT ORGANIZATION

Planning is essential to organize any fashion event, whether small or big. There are various ways through which the fashion event can be arranged—for example, fashion shows, trade shows, fashion exhibitions, etc., and many more. We will understand the application of planning in fashion event organization through two examples which are as below.

Example 1. A fashion designer, who works individually, from designing the costumes to preparation and selling of the costumes, requires the planning differently. Planning for it includes the below-mentioned criteria.

- Selection of a theme
- Estimate the time required for designing
- Estimation of the time required for sample creation
- Total time required for the production of the designer garment collection
- Planning for advertising and marketing - includes a selection of time, media, budget, etc.
- A plan for the selling and exhibit of the collection etc.

Thus, an individual fashion designer requires advanced planning before starting the work of collection. It might be at a small level, but it seeks lots of effort behind planning everything. It may take six months to design the collection and the rest six months of the year for selling. The selling of collections may be in different ways like direct selling from the boutique or fashion studio, organize an individual exhibition, or take part in a prominent fashion exhibition where several fashion designers showcase their fashion collection.

Example 2. A fashion event organizer, who organizes the fashion events in exhibitions, fashion shows, trade shows, etc., requires different types of planning. If he/she wants to organize a fashion exhibition, then the points to be considered at the time of planning are mentioned below.

- Selection of the venue for a fashion exhibition
- Selection of date
- Make a list of the fashion designers or the participants.
- Preparation of the layout of the exhibition
- Plan for the facilities to be provided to the fashion exhibition participants. It includes stalls, chairs, and racks for garments, lights, food, and accommodation if the participants are from different towns, etc.
- Planning for the food arrangements
- Planning for the budget of an exhibition
- To decide the fees to be collected from the participants and payment terms.

- Advertisement and marketing plans - a decision regarding the budget of advertisement, advertising media selection, time for the ad and other marketing plans, etc.
- Planning for the layout of an exhibition. The layout should include the entry, stall arrangements and placements, changing room, food cottage, fresh room, exit, etc.

Thus, several factors should be considered at the time of planning in fashion event organization to make it hurdle-free and successful. Every fashion event organizer should be ready with plan A and plan B to face any unseen future challenge. Anybody cannot predict the future, but planning helps in proper arrangements and execution of the plan to make any event successful.

Check Your Progress - II

1. What are the different types of planning?

2. What is event planning?

3. Make a list of principles of event planning.

4. What factors can be considered by a fashion designer for planning to create a fashion costume collection?

Multiple Choice Questions

1. The definition - "Planning is deciding in advance what to do, when to do, how to do and who is to do it. It is bridging the gap from where we are to where we want to go." is given by _____.
 - a) Urwick
 - b) Koontz and O'Donnell
 - c) Louis A. Allen
 - d) Tlieo Haimann
2. Planning helps to make the goals and objectives clear and _____.
 - a) Specific
 - b) Complex
 - c) Difficult
 - d) All of the above
3. _____ enforces the managers to be innovative and creative.
 - a) Controlling
 - b) Management
 - c) Planning
 - d) All of the above
4. Strategic planning is done by the _____ management of the company.
 - a) Top
 - b) Middle
 - c) Lower
 - d) None of the above
5. _____ plans are the answer to "how" things need to happen in an organization.
 - a) Tactical
 - b) Strategic
 - c) Contingent
 - d) Operational
6. Tactical plans are the answer to "_____ " is going to happen?
 - a) What
 - b) Why
 - c) How
 - d) Who
7. Planning is a process of thinking in _____ to meet future challenges effectively and efficiently.
 - a) Present
 - b) Advance
 - c) Future
 - d) Past

8. _____ plans are made to cope up with the unseen challenges of the future.

- a) Strategic
- b) Tactical
- c) Contingency
- d) Operational

2.8 LET US SUM UP

- Planning is the first and foremost essential and critical element of management that every business organization has to deal with irrespective of its types, size, or origin.
- **Urwick** – “Planning is a mental predisposition to do things in an orderly way, to think before acting, and to act in the light of facts rather than guesses.”
- The achievement of the goals and objectives depends on a sound plan. Effective and efficient planning is an important condition for sound planning. The importance of the planning is described below.
 - Clear objectives
 - Direction
 - Reduction in risk and uncertainty
 - It is economical
 - Base for control
 - Decision making
 - Efficient performance
 - It provides motivation
 - Coordination
 - Innovation and creativity
- The characteristics of planning are -
 - Managerial function
 - Goal-Oriented
 - Pervasive
 - Planning is a continuous process
 - Planning is an intellectual process
 - Futuristic
 - Decision making
- The types of planning can be divided into main four parts :
 - Strategic planning
 - Tactical planning
 - Operational planning
 - Contingency planning
- Event planning plays a crucial role in the execution and success of any event. Several event planning principles apply to any event, whether it's a small or big event. There are various ways through

which the fashion event can be organized. For example, fashion shows, trade shows, fashion exhibitions, etc., and many more.

2.9 KEYWORDS

Crucial	something very important or essential
Definite	clear
Prominent	Leading or notable
Contingency	possibility or probability / emergency or accident / incident
Foreseen	predicted or envisioned
Bridging	to connect something or joining
Foresight	the power to imagine the future or provision to future
Forecast	prediction or estimate
Envision	imagining or thinking
Imprint	Impression or come to recognize
Essential	something very important or required or necessary
Contingency	a future event or circumstance which is possible but cannot be predicted with certainty
Pervasive	Prevalent or spreading widely throughout an area or group of people
Synchronization	the activity or operation of two or more things at the same time or rate
Rational	thoughtful or conscious or systematic
Consistent	acting or done in the same way over time, especially to be fair or accurate
Predisposition	act in a particular way or hold a specific attitude.
Blueprint	a plan or a design or an outline of something

2.10 SUGGESTED BOOKS

- Principles of Business Management - Arun Kumar , Rachana Sharma - Atlantic publishers & distributors
- Essentials of Management - Harold Koontz, Heinz Weihrich - Seventh edition - Tata Mcgraw-Hills Publishing Company Limited
- Principles of Management - By Contributing Authors, David S. Bright, Anastasia H. Cortes, Eva Hartmann, K. Praveen Parboteeah, Jon L. Pierce, Monique Reece, Amit Shah, Siri Terjesen, Joseph Weiss, Margaret A. White, Donald G. Gardner, Jason Lambert, Laura M. Leduc, Laura Parks-Leduc, Joy Leopold, Jeffrey Muldoon, James S. O'Rourke - 2019 - OpenStax, Rice University

- Event Planning and Management: Principles, Planning, and Practice - Ruth Dawson, David Basset - 2018 second edition - Kogan page limited
- Event Planning - Judy Allen - Wiley India Edition - second edition

Sources of Figures:

- Fig.1 [businessjargons](#)
 Fig. 2 [pingboard.com](#)
 Fig. 3 [unsplash.com](#)
 Fig. 4 [acravan.blogspot.com](#)
 Fig. 5 [unsplash.com](#)
 Fig. 6 [unsplash.com](#)

Answers

Check Your Progress - I

1. Planning is one of the crucial functions of management. It is a process of setting goals and objectives for the business organization. It is a task of bridging the gap between present and future business activities. The decisions regarding what to do, how to do it, when to do it, and who will do it are called planning.
2. Definition of planning according to Koontz and O'Donnell – “Planning is deciding in advance what to do, when to do, how to do and who is to do it. It is bridging the gap from where we are to where we want to go.”
3. Business organizations plan in advance to tackle the risk and uncertainty of the future. No one can accurately predict what is going to happen in the future? But, the planning helps in reducing the risk and uncertainty. It is important to plan well to meet the planned performance and take appropriate actions to face unexpected future events.
4. Importance of planning -
 - Clear objectives
 - Planning provides direction
 - Reduction in risk and uncertainty
 - It provides a base for control
 - Helps in decision making
 - Efficient performance
 - It provides motivation
 - Coordination
 - Innovation and creativity
5. List of characteristics of planning -
 - Managerial function
 - Goal-oriented
 - Pervasive
 - Planning is a continuous process
 - Planning is an intellectual process

- Futuristic
 - Decision making
6. Planning is a process of thinking in advance to meet future challenges effectively and efficiently. It is about the forecast and prediction of futuristic business trends, policies, and threats. It's all about looking into the future to formulate plans and policies that can help meet future business contingencies. Therefore we can say that planning is a futuristic approach.

Answers - Check Your Progress - II

1. The types of planning can be divided into main four parts:

- Strategic planning
- Tactical planning
- Operational planning
- Contingency planning

2. Event planning is a process of deciding about what to do, how to do when to do it, where to do it, and who is going to do it? An event can be small or big in size and budget. The events can be small, like birthday or anniversary celebrations or significant events like weddings, fashion shows, trade shows, exhibitions, etc.

3. List of principles of event planning:

- Consider the date
- Selection of a perfect venue
- Budget
- defining the objective of the event
- Be unique
- Using trusted and well-known service provider
- Having great food and decoration for the event

9. The factors to be considered by a fashion designer for planning to create a fashion costume collection are as mentioned below -

- Selection of a theme
- Estimate the time required for designing
- Estimation of the time required for sample creation
- Total time required for the production of the designer garment collection
- Planning for advertising and marketing - includes a selection of time, media, budget, etc.
- A plan for the selling and exhibit of the collection etc.

Answers – Multiple Choice Questions

1. b) Koontz and O'Donnell
2. a) Specific
3. c) Planning
4. a) Top
5. d) Operational
6. a) What
7. b) Advance
8. c) Contingency

UNIT: 3**EVENT ORGANIZATION****: STRUCTURE:****3.0 Objectives****3.1 Introduction****3.2 Definition****3.3 Characteristics****3.4 Importance****3.5 Types of Organizational structure****Check Your Progress - I****3.6 Principles of Organization****3.7 Factors to be considered while organizing a Fashion Event****Check Your Progress - II****Multiple Choice Questions****3.8 Let Us Sum Up****3.9 Keywords****3.10 Suggested Books****Answers**

3.0 OBJECTIVES

After studying this unit, the student will be able to:

- understand the term organization;
- get information regarding the importance of organization;
- know about different types of organization;
- explain the principles and functions of the organization;
- understand the factors to be considered while organizing a fashion event.

3.1 INTRODUCTION

The success of any business entity depends on the framed goals and objectives. There should be collective efforts needed to achieve those goals and objectives. In any business, several people are engaged, who work together as a team and try to achieve organizational goals.

Organization means any business entity, government body, community, or non-profit organization, which works for a common motive, with employees' group efforts. The size and motive may vary, but there is a requirement for a systematic way of working altogether. When several people are engaged in any activity, it's necessary to formulate a proper organizational structure that defines the exact role and responsibilities of all. The structure is a powerful tool that determines the position of people in an organization.

All organizations have a management structure that clearly defines the relationship between different departments, members, and activities. The division and sub-divisions must be required to clarify roles, responsibilities, and authority to carry out various tasks.

3.2 DEFINITION

The organization is the backbone of management; various authors have defined it. Some of the definitions are presented below.

George Terry - "Organizing is the establishing of effective authority relationships among selected work, persons and workplaces in order for the group to work together efficiently."

Koontz and O'Donnell - "The establishment of authority relationships with provision for coordination between them, both vertically and horizontally in the enterprise structure."

L.H. Haney - "Organization is a harmonious adjustment of specialized parts for accomplishment of some common purpose or purposes. Organization is the adjustment of various activities for the attainment of common goals."

C. H. Northcott - "The arrangement by which tasks are assigned to men and women so that their individual efforts contribute effectively to some more or less clearly defined purpose for which they have been brought together."

Wheeler - "Internal organization is the structural framework of duties and responsibilities required of personnel in performing various functions within the company, it is essentially a blueprint for action resulting in a mechanism for carrying out function to achieve the goals set-up by company management."

Louis Allen - "Organisation is the process of identifying and grouping work to be performed, defining and delegating responsibility and authority and establishing relationships for the purpose of enabling people to work most effectively together in accomplishing objectives."

3.3 CHARACTERISTICS

We studied several definitions of organization. It is evident that different authors look at the word “organization” from their perspective. The common fact in all viewpoints is that the organization defines roles and responsibilities to establish authority relationships between employees to achieve common organizational goals. Some of the characteristics of an organization are stated below.

- Specialization and division of work
- Coordination
- Common objectives
- Co-operative relationship
- Clearly defined Authority-Responsibility relationship.

3.3.1 Specialization and division of work -

The organization has many different departments with several tasks to be performed. The real work of the business is divided into various activities and functions. Different people are hired to perform specific tasks. The duties are assigned to the employees as per their specialization. It leads towards higher efficiency in performance and timely achievement of goals and objectives.

3.3.2 Coordination -

The coordination among the departments and activities of the business is of utmost importance. There are several people engaged in performing the task, so harmony should be there. The performance depends on each other. Coordination among all helps in the smooth functioning of business tasks. It also avoids delays, ambiguity, or duplication of work.

3.3.3 Common objectives -

Every organization has its own goals and objectives. The different departments of the organization have divided the tasks accordingly for the achievement of enterprise goals. The employees of the organization allocate available resources to perform the individual duty to attain particular goals. At the end of all employees’ efforts with coordination, individual and shared objectives can be fulfilled.

3.3.4 Co-operative relationship -

The organization consists of at least two or more people. There should be a formulation of appropriate organizational structures to work with each other. The cooperative relations among the employees motivate them to work as a team / group to achieve common objectives.

Harmonious relations lead towards higher productivity and enhance the efficiency of employees.

3.3.5 Clearly defined Authority-Responsibility relationship -

The organization engages several people, and there should be a formal authority-responsibility relationship among all. The clearly defined roles, powers, and position help in the smooth functioning of the business. The superior-subordinate relations should be mentioned so that employees can be aware of who will report whom?

3.4 IMPORTANCE

The organization is the backbone of management. It helps in the proper functioning of business activities. The importance of organizing is mentioned below.

3.4.1 Optimum utilization of resources

The organization requires various resources like human, financial, and physical resources. The organizing provides effective and efficient use of all available resources. Appropriate allocation of job performances helps in optimum utilization of resources. It also avoids duplication of work and wastage of resources.

3.4.2 Benefits of specialization

The organization can efficiently work if the employees are selected carefully. There are various jobs available in different departments of an organization. It requires choosing the right person for the right job and allocating specialized people for several tasks. The repetitive task performance also helps in the improvisation of work and timely achievement of goals. As a result, organizing leads to specialization.

3.4.3 Clarity of working relationships

The clarity of working relationships is essential in an organization. Organizing defines the clear authority responsibility relations among the employees. It helps in dividing the tasks, allocation of job performances, and lines of communication. It specifies the working boundaries and also defines who is to report whom?

3.4.4 Effective administration

The organization has its own set of rules, regulations, tasks, responsibilities, and objectives. The administration of it is also as important as the framework—the organizing activity aids in the proper allocation of all resources and efficient and timely job performance. To reach up to the attainment of preset goals is possible through effective administration only.

3.4.5 Adaptation to changes

The business environment is affected by various internal and external factors. Business environmental change is one of the crucial factors. To ensure the constant working of business organization, it is must to cope up with suitable modifications. There is a requirement of necessary change in the working relations among employees. It helps the business to grow and maintain its place in the market in spite of changes.

3.4.6 Encourages constructive thinking and increase productivity

Organizing motivates people for constructive thinking and works efficiently. Every employee has to perform individual tasks and group tasks too. It is necessary to think in an appropriate direction for job performance to complete the job on time. It encourages the employees and increases productivity.

3.4.7 Expansion and growth

The organization has to adapt to the changes and move forward in the competitive business environment. The growth and diversification of an enterprise depend on how it faces new challenges? Organizing enables the business to face new challenges for expansion and growth.

3.5 TYPES OF ORGANIZATIONAL STRUCTURE

The organizational structure is a system that defines the flow of activities, authorities, and responsibilities. It helps in the division of work between different departments and specifies employees' roles that direct towards attaining organizational goals. The organizational structure can be divided into five major types that are as below.

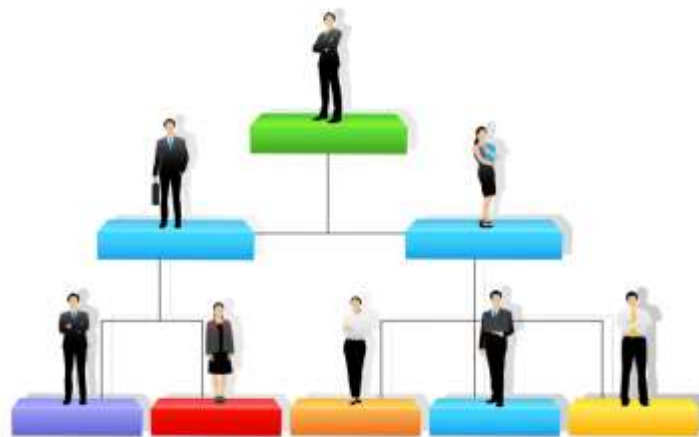


Fig. 1 Organizational structure

3.5.1 Line organization:

Line organizational structure is one of the simplest and oldest types of systems. It is also known as the military or departmental type of structure. The flow of authority and decision-making power is vertical and direct from top to bottom. The departments are directly involved in the achievement of objectives. The line authorities need to possess the traits of an all rounder to perform their duties. This type of structure is suitable for small business organizations.

For example, Line organizational structure is suitable for a small boutique or fashion design studio. There can be a main authority i.e. the owner, who takes all the necessary decisions regarding the business. The other staff members like fashion designer, pattern maker, tailor, peon, etc. will come under the authority of the owner.

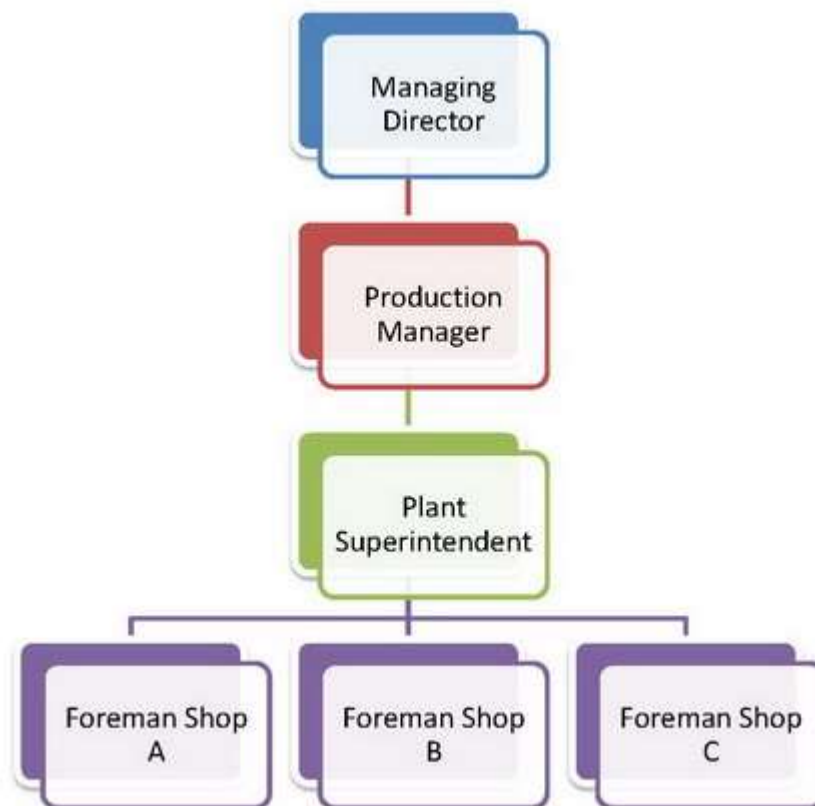


Fig. 2 Line organizational structure

3.5.2 Staff or Functional organization:

The positions of the staff can be mainly categorized into two parts -

- 1) Line position: A position of the direct chain of command that is responsible for the achievement of an organization's goals and
- 2) Staff position: A position that is intended to provide advice, support, and expertise to the line positions.

The staff or functional organization structure is one in which the task of directing and managing the employees is grouped as per the functions or type of work involved. It is an organization where staff departments have authority over line personnel in narrow areas of specialization. It is known as a functional authority organization.

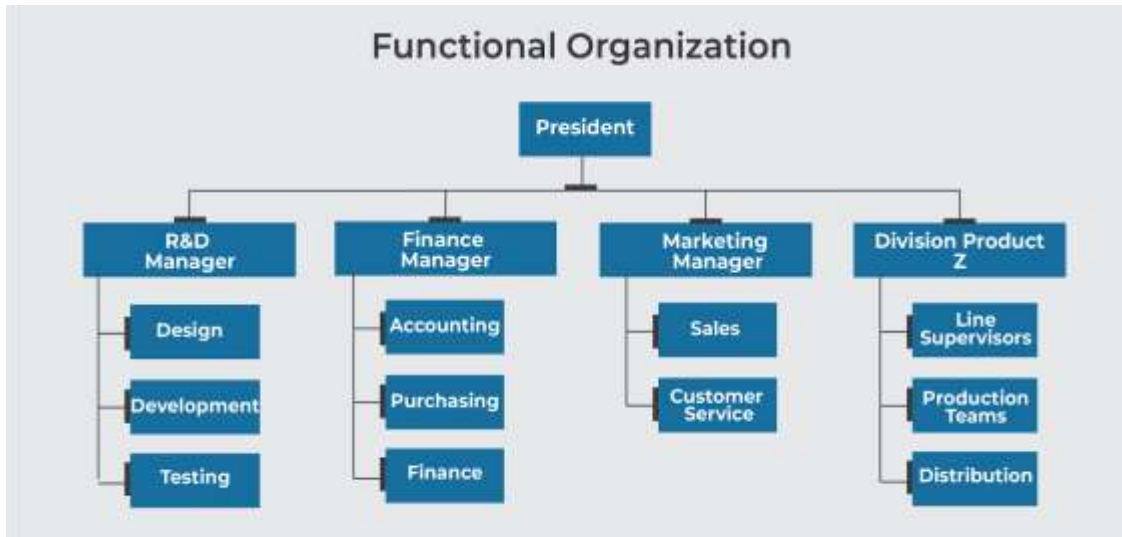


Fig. 3 Functional or staff organizational structure

3.5.3 Line and Staff organization:

Line and staff structure is an improvement in the traditional organizational structure. In this type, we can see the availability of line and staff both types of authorities. The flow of command is vertical; line authority involves main functions like production and marketing. The staff authority is available to share specialized knowledge with line managers. It is suitable for large-scale business entities.

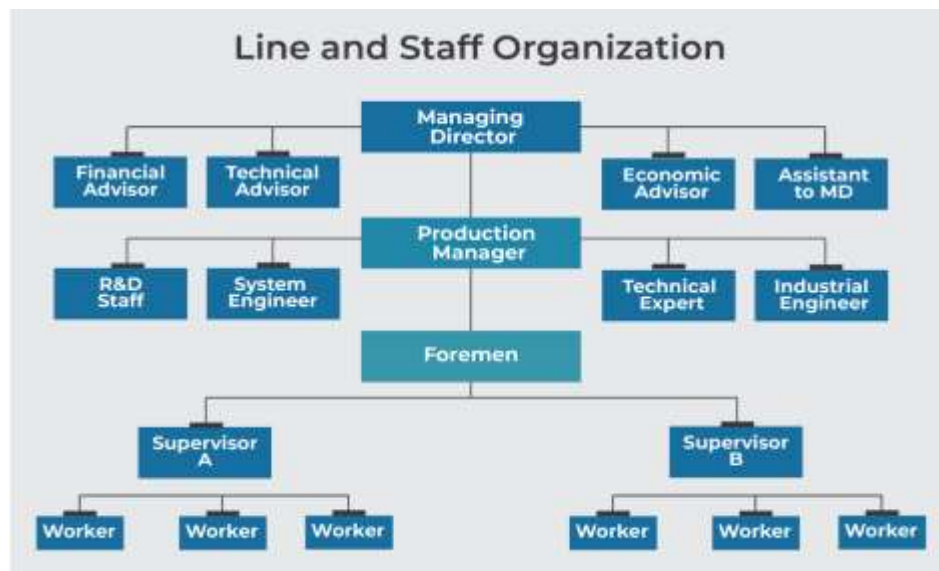


Fig. 4 Line and staff organizational structure

3.5.4 Project Management organization:

A project management organization is not an independent structure. It is an internal setup for the accomplishment of a specific project or firm's objectives. A project manager is responsible for the project and achieving the goals. It is a temporary structure created to achieve particular goals by forming a team of specialists from different departments of an organization. The group focuses on the attainment of desired results by allocating the available resources. After completing the project, the team members from various cross-functional departments can go back to their respective positions and join the previous duty or engage in a new project.

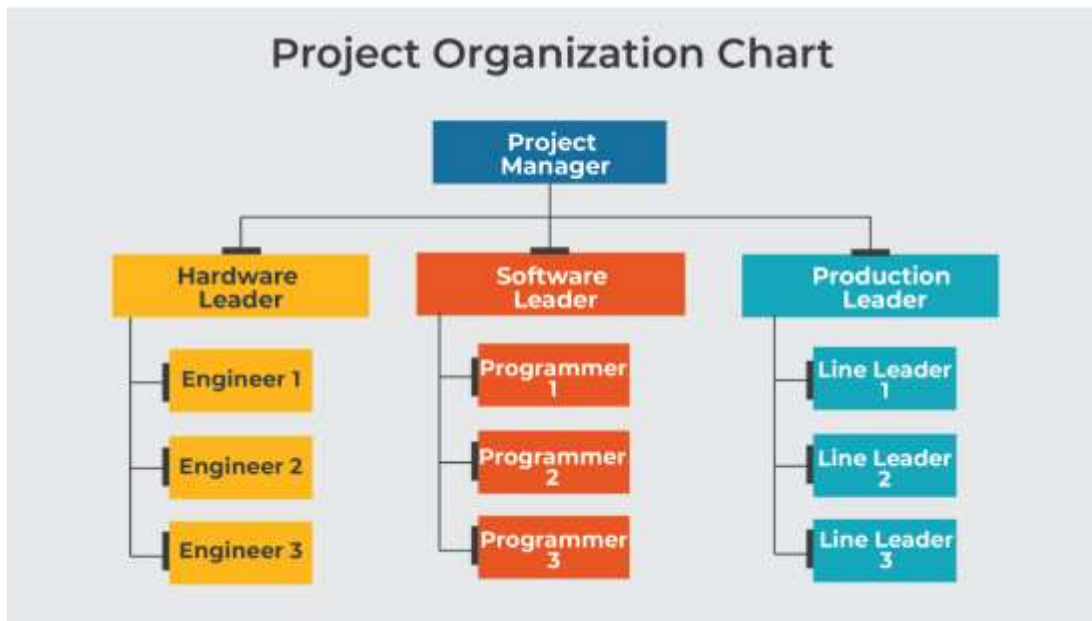


Fig.5 Project Management organizational structure

3.5.5 Matrix organization:

The matrix organizational structure is also known as the “multiple command system.” It is a permanent structure with two chains of commands, i.e., vertical and horizontal chain of command.

The functional staff involves in activities where the flow of command is direct and vertical. The second flow of command is horizontal, led by the project manager/ team manager with specializations and expertise.

It is used by businesses that are highly efficient to cope up with a rapidly changing environment. The matrix structure integrates the efforts of functional and project authorities.

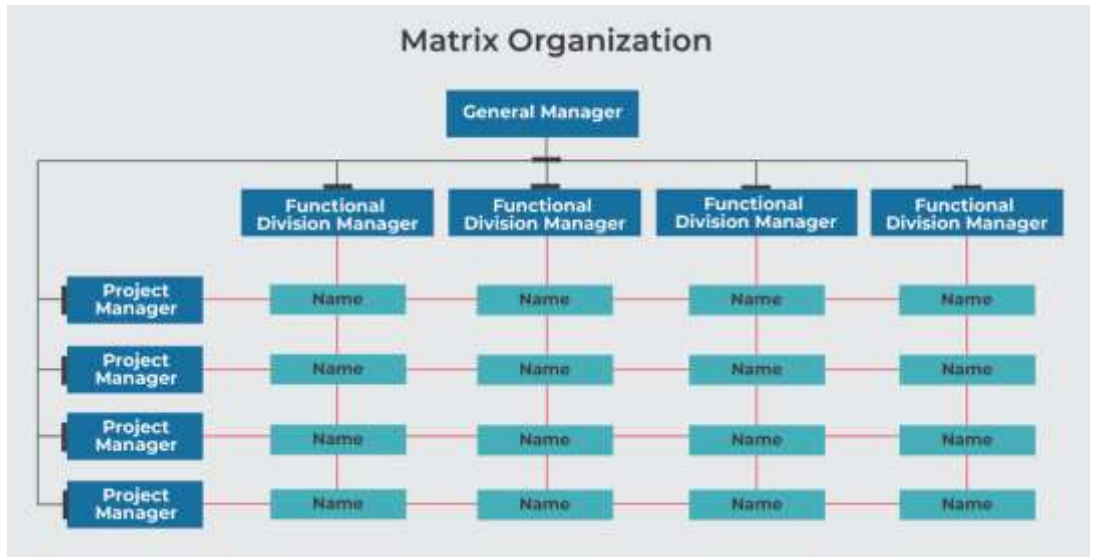


Fig.6 Matrix organization

Check Your Progress - I

1. What is the definition of the organization according to George Terry?

2. Make a list of characteristics of an organization.

3. How is organizing an important function for optimum utilization of resources?

4. Make a list of different types of organizational structures.

5. What is line organization?

3.6 PRINCIPLES OF ORGANIZATION

The organization has various departments, and all have different tasks to be performed within a time limit. The work can be appropriately done if the right techniques and principles are followed in the business. The principles of an organization play a crucial role in the success of any organization. The principles are briefly discussed below:

3.6.1. Principle of objective:

The different departments and sections work differently in an organization. The activities and tasks may vary by nature, but they should be concentrated towards a common goal. The business's main aim should be pre-set, and then the efforts towards the attainment of that common aim should be made by all. It can fetch fruitful results and avoid conflict between various departments.

3.6.2. Principle of Balance:

The principle of balance emphasizes the distribution of work among employees and departments. Several departments work separately, but they are interrelated with each other. The completion of one department's work may lead to the next step as the starting off work of another department. The distribution of work among employees should be equal to avoid overload work or under work.

3.6.3. Principle of Specialization and Division of Work:

The selection of the right person in the right place is required for the timely fulfillment of goals. The employees should be selected based on their skills, education qualification, and experience. The repetition of work results in the specialization. The division of work should be as per the requirement to increase productivity and avoid wastage of time, efforts, and money.

3.6.4. Principle of Definition:

The organizational structure should clearly define the scope of authority, responsibility, and work. The relationship between different departments and employees also should be clearly mentioned. It provides clarity for work and avoids ambiguity. The clearly mentioned authority and task norms lead towards individual responsibility and accountability.

3.6.5. Principle of Authority and Responsibility:

The authority flows from top to bottom in any business organization. Top-level executives have the power to decide different rules, regulations, and criteria for work. The responsibility of individual task completion lies with each employee. The superior can delegate the authority to complete any task to the subordinate, and the subordinate will be answerable to the superior. But the superior cannot be released from his responsibilities.

3.6.6. Principle of Explanation:

At the time of allocating authority and responsibility, the clarity of liability and accountability should be there. It helps the concerned employee in discharging his duties and task performance.

3.6.7. Principle of Uniformity:

In an organization, there are various levels of management and many lines of officers. Uniformity should be maintained when distributing authority and delegation of power to employees' same level. It reduces conflicts among employees and increases coordination.

3.6.8. Principle of Unity of Command:

The principle of unity of command is helpful at every level of management. The subordinates can get the order for the work from one authority or superior. It generates more effectiveness in work and clarity of the task performance.

3.6.9. Principle of Efficiency:

The appropriate execution of plans can achieve the principle of efficiency. The organizational objectives are presented at the time of planning. The standard cost and revenues are also calculated well in advance. The efficiency maintenance at the time of job performance can facilitate the optimum utilization of available resources and minimum wastage.

3.6.10. Principle of Flexibility:

The external business environment is an ever-changing and uncontrollable factor. The organizational structure and policies should be flexible enough to cope up with change. It should permit the expansion or contraction of business as per necessity.

3.6.11. Principle of Simplicity:

The structure of an organization should be simple enough to understand by the people working there. It creates clarity for employees' workflow, authority flow, responsibility, and accountability towards their job.

3.6.12. Principle of Coordination:

Coordination among the employees is required for the timely achievement of organizational goals. It can motivate all for effective work. If there is coordination among the people, it makes the department's work performance easier and smooth.

3.6.13. Principle of Span of Control:

It is also known as the span of management or the span of supervision. The span of control means how many subordinates can be supervised by a supervisor—a group or team of several employees controlled by the higher executive level. The supervisor's ability and nature of work can decide the number of employees required in a group to perform a task.

3.6.14. The Scalar Principle:

The principle of the scalar is also called the chain of command or line of authority. The flow of control is from top to bottom, and it also establishes the line of communication. Employees of the organization should be aware of who his / her superior is and whom he / she are answerable to?

3.7 FACTORS TO BE CONSIDERED WHILE ORGANIZING A FASHION EVENT

Organizing a fashion event requires paying attention to many factors. After completion of the planning stage, the next part is organizing a fashion event. Organizing an event implies the actual implementation of planning. It is time for action. There are various factors to be considered that affect the fashion event organization. We can understand it with the help of one example.

For example, a company wants to organize a fashion event for their designer garments. The task is allocated to a fashion event organizer. The factors that should be considered while organizing a fashion event can be as below.

- The **date, time, and length** of the event
- **Location** or the venue of a fashion event.
- Reach early to the venue on the day of an event. Check all the **arrangements** - stage, decoration, lighting, music, seating arrangements, food, etc.
- Arrange **space** to keep the outfits, and check the changing room

for the models.

- Show the length and layout of the **catwalk** to the models.
- Take **rehearsals** before the starting of the show. It will help all the people who are engaged in an event. If there is any chance of mistakes, then they can be seen and resolved at the time of rehearsal.
- **Staff:** To organize a fashion event, there is a requirement of several staff members i.e. the people who are directly or indirectly engaged in an event. Different people like the client (designer) and his / her staff members, chief guests, models, hair and makeup artists, stage and lighting personnel, music / DJ person, the host, catering personnel, the staff of event organizer, stylist/wardrobe manager, casting manager, backstage management people, coordinator, audience, media, etc.
- Make sure that everything should be according to the **plan** and **budget**.
- Check everything before the show starts. And start the show on time; implement all the pre-decided strategies to make the fashion event successful.

Check Your Progress - II

6. Make a list of principles of organization.

7. What is the principle of unity of command?

8. Describe the importance of coordination in an organization.

Multiple Choice Questions

1. “The establishment of authority relationships with provision for coordination between them, both vertically and horizontally in the enterprise structure.” is the definition given by _____
 - a) Koontz and O’Donnell
 - b) George Terry
 - c) Wheeler
 - d) L.H. Haney

2. The organization consists of at least _____ or more people.
 - a) Five
 - b) Four
 - c) Two
 - d) None of the above

3. The _____ relations among the employees motivate them to work as a team / group to achieve common objectives.
 - a) Cooperative
 - b) Formal
 - c) Informal
 - d) None of the above

4. _____ structure is also known as the military or departmental type of structure.
 - a) Staff
 - b) Line organizational
 - c) Project
 - d) Matrix

5. The _____ organizational structure is also known as the “multiple command system.”
 - a) Line
 - b) Staff
 - c) Line and staff
 - d) Matrix

6. The principle of span of control is also known as the span of management or the span of_____
 - a) Supervision
 - b) Coordination
 - c) a) and b) both
 - d) None of the above

7. The _____ flows from top to bottom in any business organization.
 - a) Responsibility
 - b) Authority
 - c) coordination
 - d) All of the above

8. The principle of unity of command is helpful at _____ level of management.
- Top
 - Middle
 - Bottom
 - Every
9. The principle of the scalar is also called the chain of command or _____ of authority.
- Line
 - Staff
 - Line and staff
 - None of the above
10. The flow of control is from_____.
- Top to bottom
 - Bottom to top
 - Vise versa
 - All of the above

3.8 LET US SUM UP

- Organization means any business entity, government body, community, or non-profit organization, which works for a common motive, with employees' group efforts. The size and motive may vary, but there is a requirement for a systematic way of working altogether.
- The definition according to **Koontz and O'Donnell** - "The establishment of authority relationships with provision for coordination between them, both vertically and horizontally in the enterprise structure."
- Some of the characteristics of an organization are - Specialization and division of work, Coordination, Common objectives, Cooperative relationship, clearly defined Authority-Responsibility relationship.
- The organization is the backbone of management. It helps in the proper functioning of business activities. The importance of organizing can be - optimum utilization of resources, benefits of specialization, clarity of working relationships, effective administration, adaption to change, encourage constructive thinking and increase productivity, expansion, and growth, etc.
- The organizational structure is a system that defines the flow of activities, authorities, and responsibilities. The organizational structure can be divided into five major types - line organization, staff or functional organization, line and staff organization, project management organization, and matrix organization.

- The organization has various departments, and all have different tasks to be performed within a time limit. The principles of an organization play a crucial role in the success of any organization.
- Organizing a fashion event requires paying attention to many factors. After completion of the planning stage, the next part is organizing a fashion event. Organizing an event implies the actual implementation of planning. It is time for action. There are various factors to be considered that affect the fashion event organization like date, time, venue, arrangements, food, lighting, models, makeup, rehearsals, D.J., safety plan, stage arrangements, etc., and many more.

3.9 KEYWORDS

Accountability Entity	An entity is something that exists separately from other things and has a clear identity
Several	Many/ numerous/ various
Community	A unified body of individuals or association/ alliance
Motive	A reason for doing something
Ambiguity	Uncertainty or vagueness
Task	An activity or piece of work to be done
Evident	Obvious or apparent
Harmonious	Coordinated or balanced
To motivate	to provide someone a reason or incentive for doing something.
Perspective	A point of view or particular attitude towards something
Vary	To make a partial change or difference

3.10 SUGGESTED BOOKS

- Principles of Business Management - Arun Kumar, Rachana Sharma - Atlantic publishers & distributors
- Business Organization and Management - P. C. Tulsian, Vishal Pandey - Pearson Publication - 2009
- Business and Form of Organization - Dr. Shradha Sharma - Notion Press Media Pvt. Limited - 2019
- The Principles of Organization - James D Mooney, Alan Campbell Reiley - T.M.Press - 1990

Sources of Images

- Fig. 1 allbusiness.com
Fig. 2 dineshbakshi.com
Fig. 3 greycampus.com
Fig. 4 greycampus.com
Fig. 5 greycampus.com
Fig. 6 greycampus.com

Answers

Check Your Progress - I

1. The definition of organization, according to George Terry, “Organizing is the establishing of effective authority relationships among selected work, persons and workplaces in order for the group to work together efficiently.”

2. A list of characteristics of an organization is as below.

- Specialization and division of work
- Coordination
- Common objectives
- Co-operative relationship
- Clearly defined Authority-Responsibility relationship.

3. Organizing is an essential function for optimum utilization of resources. The organization requires various resources like human, financial, and physical resources. The organizing provides effective and efficient use of all available resources. Appropriate allocation of job performances helps in optimum utilization of resources. It also avoids duplication of work and wastage of resources.

4. A list of different types of organizational structures is as below.

- Line organization
- Staff or Functional organization
- Line and Staff organization
- Project Management organization
- Matrix organization

5. Line organizational structure is one of the simplest and oldest types of structure. It is also known as the military or departmental type of structure. The flow of authority and decision-making power is vertical and direct from top to bottom. The departments are directly involved in the achievement of objectives. The line authorities need to possess the traits of an all rounder to perform their duties. This type of structure is suitable for small business organizations.

Answers - Check Your Progress - II

6. The list of principles of organization is as below.

- Principle of objective
- Principle of balance
- Principle of specialization and division of work
- Principle of definition
- Principle of authority and responsibility
- Principle of explanation
- Principle of uniformity
- Principle of unity of command
- Principle of efficiency
- Principle of flexibility
- Principle of the span of control
- Principle of simplicity
- Principle of coordination
- The scalar principle

7. The principle of unity of command is helpful at every level of management. The subordinates can get the order for the work from one authority or superior. It generates more effectiveness in work and clarity of the task performance.

8. Coordination among the employees is important for the timely achievement of organizational goals. It can motivate all for effective work. If there is coordination among the people, it makes the department's work performance easier and smooth.

Answers – Multiple Choice Questions

1. a) Koontz and O'Donnell
2. c) Two
3. a) Cooperative
4. b) Line organizational
5. d) Matrix
6. a) Supervision
7. b) Authority
8. d) Every
9. a) Line
10. a) Top to bottom

4.0 Objectives**4.1 Introduction****4.2 Definition****4.3 What is MBO?****4.4 Characteristics of MBO****4.5 Process of MBO****Check Your Progress - I****4.6 Advantages of MBO****4.7 Limitations of MBO****4.8 Application of MBO in the fashion industry****Check Your Progress - II****Multiple Choice Questions****4.9 Let Us Sum Up****4.10 Keywords****4.11 Suggested Books****Answers**

4.0 OBJECTIVES

After studying this unit, the student will be able to:

- understand the term MBO;
- get information regarding characteristics of MBO;
- understand the process of MBO;
- know about the advantages and disadvantages of MBO

4.1 INTRODUCTION

In each organization or company, there is a hierarchy for the job positions of employees. The employees should be aware of the roles they have to play and the responsibilities to be discharged. They also want to know about what the employer wants them to do, what should be the

benefits they will get, what can be the scope for improvements, and which shall be the payment terms, etc.

The organization's primary objectives and goals should be appropriately formed so that they can be timely fulfilled. The participation of all the employees is required for the same. There is a method available to help the managers achieve the organizational goals with employees' active engagement. This method is known as Management by Objectives (MBO) of the organization.

To apply the MBO method, there is a requirement of principle participation of all employees. Management legend Peter F. Drucker invented the system of management by objective in 1954. Management by Objectives is a systematic approach that focuses on achieving organizational goals and attaining them through the optimum utilization of available resources.

4.2 DEFINITION

Management by objectives (MBO) is a strategic management model that aims to improve the performance of an organization by clearly defining objectives that are agreed to by both management and employees. - The term was first defined by management guru **Peter F. Drucker** in his book Practice of Management in 1954.

According to **George S. Odione**, "MBO is a process whereby the superior and subordinate managers of an enterprise jointly identify its common goals, define each individual's major areas of responsibility in terms of the results expected of him, and use these measures as guides for operating the units and assessing the contribution of each of its members."

According to **Heinz Wehrich and Harold Koontz**, "MBO is a comprehensive managerial system that integrates many key managerial activities in a systematic manner, consciously directed towards the effective and efficient achievement of organizational objectives."

According to **Wendell L French**, "MBO is a process in which there is a periodic agreement between a superior and a subordinate on the subordinate's objectives for a particular period and a periodic review of how well the subordinate achieved those objectives."

According to **John Humble**, "Management by objectives is a dynamic system which integrates the company's need to achieve its goals for profit and growth with the manager's need to contribute and develop himself."

4.3 What is MBO?

Management By Objectives (MBO) is a management style that can fulfill organizational goals and objectives. Its emphasis is on the attainment of objectives through the active engagement of concerned employees.

There is a requirement to set up overall goals and be divided according to performance objectives. The main objectives of the firm are defined by the higher-level management and authority. The managers and subordinates jointly put the required efforts towards the achievement of the main objectives.

Team efforts and team spirit play the most crucial role in MBO. The managers of various departments need to engage their subordinates in framing performance-based individual goals and objectives.

MBO is based on the assumption that the employees give effective performance when they know what is expected from them. They can relate the personal/individual objectives with the main organizational goals.

MBO is a joint effort of managers and subordinates. The active participation of superior and subordinates, cooperative behavior, collaborative goal setting, encouragement, support, etc., are some of the features of MBO. It is a result-oriented philosophy. It encourages employees to accomplish individual and organizational goals. The managers have to continuously look after people's performance, review it, give feedback, and improve performance as and when required. MBO has been implemented in many organizations. The objectives for MBO should be SMART i.e., Specific, Measurable, Achievable / attainable, Realistic / Relevant, and Time-based.



Fig. 1: SMART objectives

4.4 CHARACTERISTICS OF MBO



Fig. 2 Characteristics of MBO

The characteristics of Management By Objectives are as under:

4.4.1 Simplicity:

MBO is a simple style of management. Even the beginner can also understand this approach of management. The implementation of management by objective is easy with the help of a six-step process.

4.4.2 Resource Optimization:

Management By Objectives is an essential management style that utilizes the organization's most valuable resource, i.e., human resources. MBO is helpful in the proper allocation of work among the employees. The efforts and time of the people can appropriately be channelized

through MBO towards the achievement of goals.

4.4.3 Mutual Participation:

To enforce the management by objectives, there is a requirement of mutual participation of management and employees. The active engagement from both the side is fruitful for timely achievement of results.

4.4.4 Periodic Review:

A predetermined set of rules and standards are necessary for the periodic review of performance. MBO facilitates the periodic assessment of the employees' performance by the managers and the employees' self-assessment.

4.4.5 Dynamic:

MBO is a dynamic approach. It is suitable for all types of businesses, firms, and non-profit organizations too. It is required to formulate the goals and objectives jointly, appropriate efforts towards the achievement of the results, continuous monitoring, feedback, and assessment. MBO can be implemented in any business form irrespective of its type, size, nature, etc.

4.4.6 Practical:

It is a practical and realistic approach to management. If the SMART objectives are formulated, then it will become more elementary to focus and attainment of goals. MBO can be applied to multiple business functions or activities.

4.4.7 Systems Approach:

MBO gives a deliberate direction to the efforts and enthusiasm of the whole organizational system. It includes all the employees, management, other resources, and business environment.

4.4.8 Separate Accountability:

To apply the concept of management by objectives, individual active performance is the first and foremost essential requirement. Every employee is responsible for his / her task performance, and it makes them accountable for their efforts too.

4.4.9 Organizational Objectives:

The management formulates the significant objectives of the business entity. It can then be divided and distributed into individual goals for the joint efforts of accomplishing organizational goals and objectives.

4.4.10 Focus on KRAs:

KRAs mean the Key Result Areas. The organizational goals are formulated around the KRAs of the business. These key result areas are the ones from which the management expects the maximum outputs.

4.5 PROCESS OF MBO



Fig. 3: Process of MBO

The process of Management By Objectives is mentioned step by step as under.

4.5.1 Define organizational goals:

The first step of MBO is to set the corporate objectives, i.e., short-term and long-term goals, keeping in mind the business's vision. Formulation of organizational goals is a very crucial and complex task. It requires joint efforts of the top management and managers from different departments. An organization's success depends upon these goals and the achievement of the same within a time frame.

4.5.2 Define employee objectives:

The next step is to define the individual objectives of the employees. To specify the employee's objectives, the idea of accomplishment of individual tasks, the time frame, and their capabilities are significant factors. Now the path is clear after the formulation of goals, plans, and strategies to follow. The superior and subordinate can jointly define the personal/ individual objectives. These can be done by the one-on-one discussion keeping in mind the target of employees, specific time, and what resources should be utilized by the subordinates.

All efforts of people should move in the same direction, i.e., fulfillment of the organizational goals.

4.5.3 Continuous monitoring performance and progress:

The superiors have to keep track of the task performed by the subordinates. Continuous monitoring of performance is needed to be aware of the task's progress and the challenges faced by the employees.

4.5.4 Performance evaluation:

After monitoring the performance of the employees, the next step is for the evaluation. The performance evaluation must have a clear idea of tasks performed by the employees, and some needed changes can be done based on the challenges they face.

4.5.5 Providing feedback:

This is the step where the employees get familiar with their strengths and limitations during task performance. Continuous feedback leads towards the betterment of actions. The superior can discuss the feedback with subordinates related to their efforts towards the attainment of targets. Constructive feedback can work as a positive communication between both parties and it is essential to address the issues and challenges. It also enables the employees to track and correct their actions.

4.5.6 Performance appraisal:

At last, performance appraisal plays a vital role in the MBO concept. The continuous assessment is done to see that everything should go according to predetermined corporate goals and if there is a need for any improvement, it can be done on time.

Check Your Progress - I

Q-1 What is MBO?

Q-2 What is MBO, according to Peter F. Drucker?

Q-3 Make a list of characteristics of Management By Objectives.

Q-4 What are the steps in the process of MBO?

4.6 ADVANTAGES OF MBO



Fig. 4 Advantages of MBO

Management By Objectives is a systematic approach that provides various advantages and benefits to all i.e., to the employees, management,

and organization as a whole. The advantages of MBO to different beneficiaries are mentioned below.

4.6.1 Advantages of MBO to the organization:

The management by objectives provides benefits to the overall organization. Some of them are as below:

- **The higher degree of commitment:** The MBO approach prefers the joint and mutual efforts of management and employees to frame the organizational goals. Concerned employees are directly involved in the whole process. So, there are more chances of sincere efforts and commitments from the workforce.
- **Superior management:** Management by objectives allows each employee to perform their task individually with the best efforts. The organization experiences effective management since the employee is highly motivated and loyal towards his /her actions.
- **Better control:** The employees are more responsible and dedicated towards their work because they were actively engaged in individual goal-setting exercises. There is a minimum requirement of constant commands from the managers as they perform well with discipline and more accountability towards the organization.
- **Relevant planning:** Management by objectives provides the realistic chance to discuss and formulate the plans and goals. Hence, the management and employees can determine more appropriate and practical plans and objectives.
- **Role clarity:** The organization which follows MBO has clear roles and responsibilities of employees. The transparency in roles motivates the employees for systematic and synchronized actions to achieve the goals.

4.6.2 Advantages of MBO to the management:

Management plays a crucial role in the smooth functioning of the business. Therefore, it is necessary to discuss the advantages of MBO to the managers.

- **Motivated workforce:** During the practice of MBO, concerned employees actively engage themselves in the process by catering their views and ideas. They feel highly motivated and valued; therefore, they take a personal interest in the task setting and at the time of performance.

- **Excellent leadership:** Management by objective provides an equal chance to participate in the discussion, and employees get a fair chance to speak irrespective of their job positions. It encourages the excellent leadership qualities of people.
- **Performance evaluation:** MBO practice provides a predetermined set of standards to be followed by each member. It enables the easy and effortless tracking of performance by the management.
- **Team building:** MBO provides a ground for the management and employees to work as a team. Together as a team, they can achieve the common goals i.e., the organizational goals.
- **Cordial management-employee relations:** Management can build smooth relations and bonds with the employees because of the MBO practice. The joint efforts of management and employees are required for the fulfillment of organizational objectives.

4.6.3 Advantages of MBO to the employees:

MBO provides a fair chance to employees for active participation. If the management by objectives is implemented well, it can be beneficial for the employees as a milestone for their career. The advantages of MBO to the employees are stated below.

- **Job satisfaction:** The employees work hard and give their best efforts to complete the task allotted to them. In the present era, their aim is not only the good packages and position in the company, but they require recognition at the job place too. The management by objectives is a means through which employees can get job satisfaction.
- **Boosts morale and confidence:** MBO provides a chance to stand out in the team and present ideas and views among coworkers. It leads towards the fulfillment of recognition and boosts the morale of the employees. These all gestures result in higher commitments and confidence of the people.
- **Brings out innovative abilities:** Management by objective is a participative approach. It emphasizes brainstorming and creative thinking. It brings out the innovative skills of employees.
- **Successful goal attainment:** MBO is a management approach that makes all things clear to the employees like roles, duties, tasks, responsibilities, accountability, etc. So, it motivates

employees for the accomplishment of individual and organizational goals.

- **Triggers self-discipline:** Management by objective provides a clear idea of what to achieve and the time duration for the same too. It leads the employees to self-discipline towards their roles and job responsibilities.

4.7 LIMITATIONS OF MBO

MBO is a strategic and powerful management approach, but some of the organization's internal issues resulted in an unpleasant outcome. Though there are plenty of benefits and advantages of management by objectives, there are several limitations and disadvantages too. Some of the drawbacks of management by objectives are mentioned below.



Fig. 5 Limitations of MBO

4.7.1 Time-consuming: MBO is a management style that engages various concerned employees to achieve the targeted goals. As there are many team members involved, each has their unique perspective and thought process. Because of these, it may consume more time to reach the targeted result. So, sometimes it may become a time-consuming process for the organization.

4.7.2 Unrealistic goal: The goals and objectives should be realistic that can be achieved within a prescribed time limit. Sometimes, the team members are over-enthusiastic and set much higher goals that may not be practically feasible to attain.

4.7.3 Resistance from employees: MBO practice appreciates the performers, so the employees who like to work on a time bound basis and chase the goals can accept it. The employees who are unwilling to adopt this method or the non-performers may resist accepting the MBO approach.

4.7.4 Inadequate supervision: MBO application leads towards the assumption that the employees would be self-disciplined. It gives more liberty to them, and the supervision from the managers may be inadequate.

4.7.5 Poor coordination or teamwork: MBO emphasizes more on individual task completion within a predetermined time frame. The roles, duties, and responsibilities are assigned beforehand to employees on an individual basis. It may reduce the coordination or teamwork among the employees.

4.7.6 Chances to favoritism: MBO relies on the individual efforts of employees for the realization of goals. At the time of appraisal, promotion, or rewards, the management should pay equal attention to all performers. But, sometimes managers become biased and ignore the hard work and efforts of the actual performer.

4.8 APPLICATION OF MBO IN THE FASHION INDUSTRY

Management by objectives (MBO) is a valuable approach that helps in accomplishing short-term and long-term objectives. The short-term objectives are the ones that can be achieved in the near future, and the long-term objectives are the ones that require more time to get accomplished. We can understand the application of MBO in the fashion industry with the help of examples.

Example: 1 - The application of MBO in a boutique for short-term objectives. There is a fashion boutique that is going to participate in a fashion exhibition for three days. The goals can be selling their articles to the customers, gaining contact with new customers, and earning 50,000/- INR in these three-day fashion exhibitions. The management by objectives approach can be implemented for the same. The tasks can be divided among the people as per the work criteria, experience, and skills after discussion. All employees will understand their individual roles along with reasonable responsibilities. All will give their best efforts to achieve the predetermined goals.

Example: 2 - The application of MBO in a garment manufacturing company for long-term objectives. MBO system can be applied to the garment manufacturing firm, which has various departments like

production, marketing, finance, human resource management, design department, etc. The main organizational objectives can be to realize more market share and to earn a reasonable profit.

Each department formulates its own different objectives that are aligned with the main organizational objectives. The objectives of the production department can be to reduce material wastage and to produce quality garments within a prescribed time limit. The objectives of the human resource department can be to reduce the employee turnover ratio up to 3%. The objectives of the marketing department can be to promote the garments in a unique way and grab more market share. The design department may set objectives like creating innovative and comfortable garment options for customers. Thus, all the departments formulate various goals with the active engagement of employees from the respective departments. MBO helps define the main long-term objectives that can realize with the help of objectives of various departments and employees.

Check Your Progress - II

Q-5 What are the advantages of MBO to the organization?

Q-6 MBO boosts the morale and confidence of employees. Explain.

Q-7 Make a list of advantages of MBO to the management.

Q-8 What are the disadvantages of management by objectives?

Q-9 MBO sometimes becomes a time-consuming process. Explain.

Multiple Choice Questions

1. KRA means _____.

- a) Key Result Area
- b) Key Role Area
- c) Key Result Achievement
- d) None of the above

2. The concept of MBO was first defined by _____.

- a) George S. Odime
- b) Peter F. Drucker
- c) Wendell L French
- d) John Humble

3. The concept of MBO was first defined in the year _____.

- a) 1854
- b) 1964
- c) 1954
- d) 1970

4. MBO means _____.

- a) Manage By Objectives
- b) Management By output
- c) Manage By Output
- d) Management By Objectives

5. MBO boosts the morale and confidence of employees.

- a) True
- b) False
- c) None of the above

6. The goals and objectives should be _____ that can be achieved within a prescribed time limit.

- a) Realistic
- b) Practical
- c) Both (a) and (b)
- d) None of the above

7. After monitoring the performance of the employees, the next step is for the _____.

- a) Feedback
- b) Evaluation
- c) Appraisal
- d) None of the above

4.9 LET US SUM UP

The organization's primary objectives and goals should be appropriately formed so that they can be timely fulfilled. The participation of all the employees is required for the same. There is a method available to help the managers achieve the organizational goals with employees' active engagement. This method is known as Management By Objectives (MBO) of the organization.

Management by objectives (MBO) is a strategic management model that aims to improve the performance of an organization by clearly defining objectives that are agreed to by both management and employees. - The term was first defined by management guru **Peter F. Drucker** in his book Practice of Management in 1954.

MBO is based on the assumption that the employees give effective performance when they know what is expected from them. They can relate the personal / individual objectives with the main organizational goals. The objectives for MBO should be SMART i.e., Specific, Measurable, Achievable/ attainable, Realistic/Relevant, and Time-based.

The characteristics of Management By Objectives are:

- Simplicity:
- Resource Optimization
- Mutual Participation
- Periodic Review
- Dynamic
- Practical
- Systems Approach
- Separate Accountability
- Organizational Objectives
- Focus on KRAs

Management By Objectives is a systematic approach that provides various advantages and benefits to all i.e., to the employees, management, and organization as a whole. The advantages of MBO to different beneficiaries are mentioned below.

The management by objectives provides benefits to the overall organization. Some of them are as below:

- The higher degree of commitment

- Superior management
- Better control
- Relevant planning
- Role clarity

Management plays a crucial role in the smooth functioning of the business. Therefore, it is necessary to discuss the advantages of MBO to the managers.

- Motivated workforce
- Excellent leadership
- Performance evaluation
- Team building
- Cordial management-employee relations

The advantages of MBO to the employees are stated below.

- Job satisfaction
- Boosts morale and confidence
- Brings out innovative abilities
- Successful goal attainment
- Triggers self-discipline

Though there are plenty of benefits and advantages of management by objectives, there are several limitations and disadvantages too. Some of the drawbacks of management by objectives are mentioned below.

- Time-consuming
- Unrealistic goal
- Resistance from employees
- Inadequate supervision
- Poor coordination or teamwork
- Chances to favoritism

Management by objectives (MBO) is a valuable approach that helps in accomplishing short-term and long-term objectives. The short-term objectives are the ones that can be achieved in the near future, and the long-term objectives are the ones that require more time to get accomplished.

4.10 KEYWORDS

Appraisal	an act of assessing something or someone, a formal assessment, typically in an interview, or the performance of an employee over a particular period.
Assumption	a thing that is accepted as true or as certain to happen, without proof.
Boost	help or encourage increasing or improving.
Brainstorming	group discussion to produce ideas or solve problems.
Channelize	the process of straightening or redirecting
Chase	to follow or to pursue
Collaborative	produced by or involving two or more parties working

	together.
Concern	relate to; be about
Complex	difficult or complicated
Cordial	friendly or pleasant
Drawback	a feature that renders something less acceptable; a disadvantage or a problem or limitation
Dynamic	characterized by constant change, activity, or progress.
Elementary	something easy or simple or fundamental/primary
Emphasis	special importance, value, or prominence given to something.
Feasible	something that can be practically attainable or achievable or possible to do easily
Foremost	most prominent in rank / importance / position.
Grab	to take or to grasp
Integrate	combine (one thing) with another to form a whole or bring (people or groups with particular characteristics or needs) into equal participation in or membership of a social group or institution.
Implementation	the process of putting a decision or plan into effect; execution
Morale	the confidence, enthusiasm, and discipline of a person or group at a particular time.
Mutual	join/ common / shared
Recognition	the acknowledgment of the existence, validity, or legality of something.
Plenty	a large or sufficient amount or quantity; more than enough.
To accomplish	achieve or complete successfully
Trigger	to start or cause to function.

4.11 SUGGESTED BOOKS

- The Practice of Management - Peter F. Drucker - 1954 - New York - Harper and Row
- Management by objectives in action - J. Humble - 1970 - New York - McGraw-Hill
- Management By Objectives (MBO) - Dharma Vira Aggarwala - 2002 - Deep and Deep publication
- Management by Objectives Explained - Can Akdeniz - 2015
- Management by Objectives in Enterprises- Wazir Ali Khan - 2018 - Independently published

Sources of Images

Fig. 1: marketingpartners.com

Fig. 2: learnersdestination.com

Fig. 3: corporatefinanceinstitute.com

Fig. 4: learnersdestination.com

Fig. 5: learnersdestination.com

Answers

Check Your Progress - I

1. MBO is a joint effort of managers and subordinates. MBO is a management style that can fulfill organizational goals and objectives. Its emphasis is on the attainment of objectives through the active engagement of concerned employees. It is based on the assumption that the employees give effective performance when they know what is expected from them. They can relate the personal / individual objectives with the main organizational goals.

2. According to Peter F. Drucker, “Management by objectives (MBO) is a strategic management model that aims to improve the performance of an organization by clearly defining objectives that are agreed to by both management and employees.”

3. The characteristics of MBO are as under:

- Simplicity:
- Resource Optimization
- Mutual Participation
- Periodic Review
- Dynamic
- Practical
- Systems Approach
- Separate Accountability
- Organizational Objectives
- Focus on KRAs

4. The process of Management By Objectives is mentioned step by step as below.

1. Define organizational goals
2. Define employee objectives
3. Continuous monitoring performance and progress
4. Performance evaluation
5. Providing feedback
6. Performance appraisal

Answers - Check Your Progress – II

5. The management by objectives provides benefits to the overall organization. Some of them are as below:

- The higher degree of commitment
- Superior management
- Better control
- Relevant planning
- Role clarity

6. MBO provides a chance to stand out in the team and present the coworkers' ideas and views. It leads towards the fulfillment of recognition and boosts the morale of the employees. These all gestures result in higher commitments and confidence of the people.

7. Management plays a crucial role in the smooth functioning of the business. Therefore, it is necessary to discuss the advantages of MBO to the managers.

- Motivated workforce
- Excellent leadership
- Performance evaluation
- Team building
- Cordial management-employee relations

8. MBO is a strategic and powerful management approach, but some of the organization's internal issues resulted in an unpleasant outcome. There are several limitations and disadvantages too. Some of the disadvantages of management by objectives are mentioned below.

- Time-consuming
- Unrealistic goal
- Resistance from employees
- Inadequate supervision
- Poor coordination or teamwork
- Chances to favoritism

9. MBO is a management style that engages various concerned employees to achieve the targeted goals. As there are many team members involved, each has their unique perspective and thought process. Because of these, it may consume more time to reach the targeted result. So, sometimes it may become a time-consuming process for the organization.

Answers – Multiple Choice Questions

1. a) Key Result Area
2. b) Peter F. Drucker
3. c) 1954
4. d) Management By Objectives
5. a) True
6. c) Both (a) and (b)
7. b) Evaluation

UNIT: 5**FINANCIAL MANAGEMENT****: STRUCTURE :****5.0 Objectives****5.1 Introduction****5.2 Definition****5.3 What is Financial Management?****5.4 Sources of Finance****5.5 Aims of Financial Management****Check Your Progress - I****5.6 Characteristics of Financial Management****5.7 Importance of Financial Management****5.8 Budget for Event Management****Check Your Progress - II****Multiple Choice Questions****5.9 Let Us Sum Up****5.10 Keywords****5.11 Suggested Books****Answers**

5.0 OBJECTIVES

After studying this unit, the student will be able to:

- Understand the terms - Finance and Financial Management.
- Get information regarding an introduction to the different sources of Finance available to the management.
- Understand the importance of financial management and its benefits.
- Know about the aims and characteristics of Financial Management.
- Understand the concept of budget management for an event.

5.1 INTRODUCTION

Business organizations have various activities to do, many people are engaged, with a lot of functions to be performed within a time limit.

All these efforts require the availability of funds. Money plays a very crucial role in the smooth running of any business. There are various ways through which the business funds can be generated. The availability of funds is not essential; it should be effectively and efficiently utilized so that it can generate reasonable returns and profit from the investment.

Finance is the blood of any business firm. It should be available in an adequate amount, at the right time, to make the right decisions of the business. This requires the appropriate handling and decisions regarding finance. So, finance and financial planning and management come into existence. The proper planning, organizing, directing, decision making, and controlling of business finance is at the heart of any firm. It can lead to the timely achievement of organizational goals and fruitful results.

Let us have insight into several definitions of finance and financial management given by various authors to understand its meaning.

5.2 DEFINITIONS OF FINANCE AND FINANCIAL MANAGEMENT

5.2.1 Definitions of Finance:

Here are some of the definitions of Finance given by different authors.

- 1. The Oxford dictionary** says that the word ‘finance’ indicates ‘management of money.’
- 2. According to Khan and Jain**, “Finance is the art and science of managing money.”
- 3. According to Wheeler**, “The overall assessment, acquisition, and conversation of capital funds to accomplish important objectives of a business enterprise including the financial requirement are called business finance.”
- 4. Webster's Ninth New Collegiate Dictionary** has given two definitions of finance. The first one says, “Finance is the money resources, income, etc. of a nation, organization, or person.” The latter one is “Managing or science of managing money matters, credit, etc.”
- 5. According to Guthumann and Dougall**, “The activity concerned with planning, developing, managing, administering and increasing the capital used for business purposes is known as finance.”

5.2.2 Definitions of Financial Management:

Various definitions of Financial Management are as below.

- 1. According to Solomon,** “Financial management is concerned with the efficient use of an important economic resource, namely, capital funds.”
- 2. According to J. L. Massie,** “Financial management is the operational activity of a business that is responsible for obtaining and effectively utilizing the funds necessary for efficient operation.”
- 3. According to Weston & Brigham,** “Financial management is an area of financial decision making harmonizing individual motives & enterprise goals.”
- 4. According to Howard & Upton,** “Financial management is the application of the planning & control functions of the finance function.”
- 5. According to J. F. Bradley,** “Financial management is the area of business management devoted to the judicious use of capital & careful selection of sources of capital in order to enable a spending unit to move in the direction of reaching its goals.”

5.3 WHAT IS FINANCIAL MANAGEMENT?

What Is Business Finance?

Business Finance essentially refers to the funds that are needed to establish and expand a business, including the operation of its day-to-day activities. These funds are required in order to buy a number of tangible assets like machinery, offices, furniture, factories, buildings, or intangible assets such as technical expertise, trademarks, and patents. Besides these assets, other standard operational business activities also require funding. This includes buying raw materials, collecting money from clients, paying bills and salaries, etc. It is vital to have enough money to scale a business and help keep it afloat.

What is Financial Management?

Financial Management is associated with the effective and efficient use of money. The financial resources should be utilized appropriately to earn sound returns. The top management is directly connected with the management of finance. Finance plays a very crucial role for every business organization.

Financial Management is a managerial activity that cares about the planning, organizing, directing, decision-making, and controlling all the

financial resources of an organization. The cash inflow and outflow should be in balance to eliminate any unnecessary interruptions in the business. There can be several sources through which one can get finance for the business, but to compare all the alternatives and find the suitable one of the utmost importance.

Financial Management plays a crucial role in significant activities like acquiring funds, utilizing them, lowering the business risk, increasing profitability, etc. Financial management is the backbone of the business.

5.4 SOURCES OF FINANCE

Finding a business finance source is an integral part of starting a new business venture for entrepreneurs or business persons. This task must be handled with utmost dedication and effort. The sources of finance for any business can be categorized into three main categories: ownership, period, and generation.

Sources of Funds - Categories

It is possible for businesses to raise capital through a number of sources as classified below into three main categories:

5.4.1. Based on Ownership - The ownership source of finance can be further divided as follows:

- **A) Owner's Funds:** Owner's funds are financed by the owners of a company, also referred to as the capital of owners. This capital is raised by retained earnings, equity shares, issuing preference shares, etc. These are capital funds for the long-term that allow owners to get the rights to control the operations and management of the firm.
- **B) Borrowed Funds:** Borrowed funds are collected from loans or borrowing for a specific period of time. Borrowed funds are widespread and common in businesses. This includes loans from financial institutions like commercial banks.

5.4.2. Based on Period - There are three subdivisions of the period basis of fund sources:

- **A) Long-Term Fund Source:** The long-term fund source can be used for over five years. It is arranged according to equity shares, debentures, preferences, etc. Long-term fund source is collected through the capital market.
- **B) Medium-Term Fund Source:** Medium-term fund sources last over a year and less than five years (long-term fund source). This source includes borrowing from commercial banks, public

deposits, commercial papers, lease financing, financial institutes, and much more.

- **C) Short-Term Fund Source:** Short-term fund sources are only needed for a year. A few examples include trade credit and capital loans from banks and other financial institutions.

If you need funds for acquiring lands, buildings, or machines, you can choose any of the fund sources mentioned above. The tenure for such funds should be anywhere between five and ten years. If you need funds for over a year and less than five years, you should get them financed from medium-term fund sources. In the same way, if you need funds to meet your daily expenses, they should be acquired from short-term fund sources.

5.4.3. Based on Generation - Sources of funds can also be divided into two subcategories as follows:

- **A) Internal Sources:** Internal sources refer to those wherein the owners of a company generate the required funds within their organization. This includes retained earnings and selling off assets.
- **B) External Sources:** External sources refer to those wherein the required funds are generated from sources outside the business. This includes commercial bank loans, issuance of equity shares, debentures, etc.

Source of funds can be selected according to the amount required, the nature of business, debt-equity mix, repayment period, etc. The choice will also depend on why the said funds are needed. Hence, it is important to have a concrete reason for the requirement.

5.5 AIMS OF FINANCIAL MANAGEMENT

Finance management is an essential part of financial administration. No business activity can be planned or executed without considering its economic implications. An important part of Finance Management is adopting general principles of management for financial implementation. Raising funds, using them profitably, making plans for future business activities, controlling the performances of said plans, and all kinds of future developments need finance management. This includes financial accounting, budgeting, statistics, and cost accounting. In other words, Finance Management is a guide that helps make investment possible. It is a valuable tool for allocating resources to different projects according to their repayment capacity and importance.

Aims of Finance Management

The main objectives behind finance management must be in line with the proprietors, employees, consumers, and firm managers. This way, finance management can maximize the value of a company.

Some specific aims of financial management are as follows:

5.5.1 Rise in Profits

For a company to maximize its value in the industry, it must work on increasing its revenues and profits. To make this happen, the company should be able to increase its sales and/or improve its services. Any company can potentially increase its profits by making the most of all the opportunities and coming up with strategic plans for its growth. Theoretically, a company can earn a lot of profit if it is balanced and in equilibrium. This is because the average cost is less and the marginal revenues / cost are equal at the stage of equilibrium. In short, by controlling the unnecessary costs and managing its finances well, a company can potentially enjoy increased profits and revenues.

5.5.2 Reduction in Costs

Equity funds and capital are used for production. Hence, all important steps must be taken to minimize the cost of capital of a company.

5.5.3 Sources of Funds

The sources of funds must be decided by considering the value of a company. They can be collected through the issuance of shares and / or debentures.

5.5.4 Minimization of Risks

No company can expect to generate profits without a certain amount of risk. That said, if a company takes too many risks, it might prove to be dangerous for its existence. Therefore, firms must keep all risks to a bare minimum in order to keep functioning.

5.5.5 Long Run Value

The primary objective of Finance Management is to foster an increase in a company's long-run value. In order to earn a good amount of profits and revenue in a short period of time, some companies resort to activities such as neglecting the needs and interests of their employees and consumers and selling low-quality goods and services. These activities might prove to be fruitful for some time and might even give results. However, in order to increase the value of a company in the long run, it is vital to avoid such unethical practices as they are damaging to the reputation of a company.

In short, Finance Management aims not just to keep a business afloat but also to ensure that all its day-to-day activities are carried out optimally without any hurdles.

Check Your Progress - I

1. What Is Business Finance?

2. What is the definition of Finance according to Khan and Jain?

3. What is Financial Management?

4. What is the definition of Financial Management according to Solomon?

5. What are the different sources of funds?

6. What are the subdivisions of the period basis of fund sources?

7. Make a list of Aims of Financial Management.

5.6 CHARACTERISTICS OF FINANCIAL MANAGEMENT

Finance Management or financial management is an important part of any business. It allows businesses to carry out their activities and operations without any hiccups. Following are some of the most important characteristics of finance management:

5.6.1 Manages All Kinds of Financial Resources

One of the primary aims of financial management is the management of financial resources. This helps in monitoring all the funds of a business and ensuring that the right amount of funds is available in a business at all times. Financial management helps in determining a company's financial needs so that companies can acquire funds accordingly in a timely manner.

5.6.2 Uses All Funds Appropriately

Another important goal of financial management is the proper utilization of funds. Finance managers are responsible for the supervision of the usage of all funds. They also make sure that the funds in a business are used efficiently and generate proper revenue.

5.6.3 Continuous Function

An important thing to remember is that finance management is a continuous process, and every business organization needs to follow it on a daily basis. Finance management takes place for the entirety of a company's business operations, right from day one.

5.6.4 Lowers Risks

Finance management helps lower risk through the maintenance of a proper equilibrium between risk and profitability. Financial managers allocate all funds wisely by an adequate analysis of the available

investment proposals. Moreover, they evaluate important factors such as liquidity, profitability, safety, and the risk associated with these investment proposals prior to making any investments.

5.6.5 Facilitates Cost Control

Another important thing for companies to keep in mind to earn adequate profit and attain the targeted growth is controlling their costs. Finance management helps companies employ a number of financial control techniques and strategies to keep the cost of the business within specific limits. Finance management involves making budgets for all business activities to ensure that the expenses are in line with the set budget. Finance managers are responsible for taking all necessary steps if the costs exceed the predetermined budget.

5.6.6 Maximizes Profits

Finance management also aims at increasing a business's profits by increasing its efficiency. Finance managers are responsible for managing and supervising the finances of a company and making sure that all the funds are used efficiently. They are also responsible for focusing on avoiding all wastage of resources and minimizing operational costs.

5.6.7 Analytical Thinking

All kinds of financial problems are considered and analyzed as a part of financial management. Finance management also involves the study of financial trends and actual figures.

5.6.8 Foundation of Managerial Decisions

Finance managers take all managerial decisions after considering the financial report made by them. All financial decisions they make are based on financial management.

This is just the tip of the iceberg when it comes to the characteristics of Finance Management. Finance management is a wide concept with coordination between all its processes. Moreover, it has a centralized nature, and all the departments of a company must rely on the financial management department in order to run smoothly.

5.7 IMPORTANCE OF FINANCIAL MANAGEMENT

Finance is an integral part of any business. It is not possible for a business to operate or carry out its daily activities for a single day without the necessary funds. Therefore, it is important to have a number of options for sources of funds so that money can be generated according to the needs of a business. Finance and financial management are important because of the below-mentioned advantages.

- It is helpful in the procurement of required finance at minimum cost
- It ensures appropriate and efficient utilization of the funds
- It manages business operational costs
- Financial management is very important for the fulfilment of short-term as well as long-term organization goals.
- The business gets affected by internal and external economic factors. Proper financial planning and management play a very crucial role to cope up with the adverse external business environment.
- A well planned financial management can help the business to sustain itself in the market during various economic conditions like growth, recession, boom, depression, etc.
- It is important for the long-term asset creation of the business. It leads towards expansion and growth.
- It ensures safety for the business enterprise through reinvestment of the profit, creation of the reserves, etc.

5.8 BUDGET FOR EVENT MANAGEMENT

One of the most important steps of event planning is coming up with a budget for the event. It takes second place in the planning stage, right after setting an event's objectives and goals. A budget can be defined as 'a detailed forecast of all the financial aspects of the event'. Budget planning helps control revenues and expenses as well as to measure the performance of an event. Hence, budget planning is a super important part of any event. In this regard, it is important to remember that creating a well-managed budget can take some time and effort. However, it can be the difference between your event's success and failure.

Where To Start Event Budget Planning?

When considering the budget for an event, it is important to understand how to measure the event's financial success. To determine this, it is important to have a carefully made list of all the revenues and expenses expected from the event. You must always have a cash flow in mind during this stage. Once you have created a budget, it is important to review and track it regularly to ensure that you do not exceed the allocated resources and funds.

What Does Financial Success Signify For Your Event?

Every event planner starts planning an event with the budget as one of the foremost considerations. They also need to accurately predict if the event will prove profitable or result in a loss or break even. Thus, determining the meaning of financial success for a specific event depends on the event type and its objectives. For instance, association events usually result in break even, trade shows typically yield profits, and leadership summits usually result in a loss.

Before starting with budget planning, it is important to understand the needs of a client or an organization. An event budget is essentially a projection or a forecast of all the revenues and expenses that will take place at the event in question. Some of these revenues and expenses cannot be predicted at the beginning. Moreover, some might change over time depending on many external factors. Nevertheless, you must still plan your budget with the common revenues and expenses to have as accurate an idea as possible. Event budgeting also requires you to identify the expenses and revenue sources that could potentially cover the expected costs. Moreover, it would help if you distinguished between variable and fixed costs so that you can forecast a budget for the event. Planners usually struggle with managing revenue and expenses to meet the financial goals set by a client. It can also get challenging to measure the success of an event accurately.

The ability to analyze and evaluate the overall financial performance of an event is complex. However, when done adequately, it is full of opportunities and thorough scrutiny; it can result in continuous improvement over a period of time. Assigning performance indicators during this time can also prove helpful when it comes to forecasting the success or failure of an event in terms of its budget.

Check Your Progress - II

8. Make a list of various characteristics of Financial Management.

9. What is the importance of Financial Management?

10. Explain - budget for event management.

Multiple Choice Questions

1. Machinery, offices, furniture, factories, buildings, etc., are the _____ assets.

- a) Tangible
- b) Intangible
- c) Both
- d) None of the above

2. The word 'Finance' indicates 'management of money - definition is given by _____.

- a) Wheeler
- b) Webster
- c) The Oxford dictionary
- d) None of the above

3. _____ source includes borrowing from commercial banks, public deposits, commercial papers, lease financing, financial institutes, and much more.

- a) Short term
- b) Medium-term
- c) Long term
- d) None of the above

4. Technical expertise, trademarks, and patents are the _____ assets.

- a) Tangible
- b) Intangible
- c) Both
- d) None of the above

5. "Financial management is the operational activity of a business that is responsible for obtaining and effectively utilizing the funds necessary for efficient operation."- Definition is given by _____.

- a) J. L. Massie
- b) Weston & Brigham
- c) Howard & Upton
- d) J. F. Bradley

6. _____ sources are when the required funds are generated from sources outside the business.

- a) Internal
- b) External
- c) Owner's funds
- d) Short term funds

5.9 LET US SUM UP

Finance is blood for any business firm. It should be available in an adequate amount, at the right time, to make the right decisions of the business. This requires the appropriate handling and decisions regarding finance. So, Finance and financial planning and management come into existence.

According to Khan and Jain, “Finance is the art and science of managing money.”

According to Weston & Brigham, “Financial management is an area of financial decision making harmonizing individual motives & enterprise goals.”

Business Finance essentially refers to the funds that are needed to establish and expand a business, including the operation of its day-to-day activities. These funds are required in order to buy a number of tangible assets like machinery, offices, furniture, factories, buildings, or intangible assets such as technical expertise, trademarks, and patents. Besides these assets, other standard operational business activities also require funding.

Financial management is a managerial activity that cares about the planning, organizing, directing, decision-making, and controlling of all the financial resources of an organization. The cash inflow and outflow should be in balance to eliminate any unnecessary interruptions in the business.

Finding a business finance source is an integral part of starting a new business venture for entrepreneurs or business persons. The sources of finance for any business can be categorized into three main categories: ownership, period, and generation.

The main objectives behind Finance Management must be in line with the proprietors, employees, consumers, and firm managers. This way, Finance Management can maximize the value of a company. Some specific aims of Financial Management are rise in profit, reduction in cost, sources of funds, minimization in risks, long-run value, etc.

The most important characteristics of Finance Management: manage all kinds of financial resources, use all resources appropriately, continuous function, lowers risks, facilitates cost control, maximizes profits, analytical thinking, the foundation of managerial decisions, etc.

Every event planner starts planning an event with the budget as one of the foremost considerations. They also need to accurately predict if the event will prove profitable or result in a loss or break even. Event budgeting also requires you to identify the expenses and revenue sources

that could potentially cover the expected costs. Moreover, it would help if you distinguished between variable and fixed costs so that you can forecast a budget for the event. Planners usually struggle with managing revenue and expenses to meet the financial goals set by a client. It can also get challenging to measure the success of an event accurately.

5.10 KEYWORDS

Afloat	out of debt or difficulty
Integral	necessary to make a whole complete; essential or fundamental
Tangible	a thing that is perceptible by touch
Intangible	unable to be touched; not having a physical presence.

5.11 SUGGESTED BOOKS

- Financial Planning: A Ready Reckoner - Madhu Sinha - 2008 - Tata McGraw Hills
- Understanding Financial Management - A Practical Guide - H. Kent Baker and Gary E. Powell - 2005 - Blackwell Publishing
- Introduction to Financial Management - Scott B. Smart, William L. Megginson - 2009 - South-Western Cengage Learning
- Introduction to Financial Models for Management and Planning - James R. Morris and John P. Daley - 2017 second Edition - CRC Press, Taylor and Francis group
- Financial Management: An Introduction - Jim McMenamin - 1999 - Routledge
- Introduction to Financial Management - Lawrence D. Schall, Charles W. Haley - 1988 - McGraw-Hill

Answers

Check Your Progress - I

1. Business Finance essentially refers to the funds that are needed to establish and expand a business, including the operation of its day-to-day activities. These funds are required in order to buy a number of tangible assets like machinery, offices, furniture, factories, buildings, or intangible assets such as technical expertise, trademarks, and patents.

2. According to Khan and Jain, “Finance is the art and science of managing money.”

3. Financial Management is a managerial activity that cares about the planning, organizing, directing, decision-making, and controlling of all the financial resources of an organization. The cash inflow and outflow should be in balance to eliminate any unnecessary interruptions in the

business. There can be several sources through which one can get finance for the business, but to compare all the alternatives, and find the suitable one is of the utmost importance.

4. According to Solomon, “Financial Management is concerned with the efficient use of an important economic resource, namely, capital funds.”

5. The sources of Finance for any business can be categorized into three main categories: ownership, period, and generation.

Based On Ownership - The ownership source of Finance can be further divided as follows:

- A) Owner’s Funds
- B) Borrowed Funds

Based On Period - There are three subdivisions of the period basis of fund sources:

- A) Long-Term Fund Source
- B) Medium-Term Fund Source
- C) Short-Term Fund Source

Based On Generation - Sources of funds can also be divided into two subcategories as follows:

- A) Internal Sources
- B) External Sources

6. There are three subdivisions of the period basis of fund sources:

A) Long-Term Fund Source: The long-term fund source can be used for over five years. It is arranged according to equity shares, debentures, preferences, etc. Long-term fund source is collected through the capital market.

B) Medium-Term Fund Source: Medium-term fund sources last over a year and less than five years (long-term fund source). This source includes borrowing from commercial banks, public deposits, commercial papers, lease financing, financial institutes, and much more.

C) Short-Term Fund Source: Short-term fund sources are only needed for a year. A few examples include trade credit and capital loans from banks and other financial institutions.

7. The main objectives behind Finance Management must be in line with the proprietors, employees, consumers, and firm managers. This way, Finance Management can maximize the value of a company.

Some specific aims of Financial Management are as follows:

- Rise in profit
- Reduction in cost
- Sources of funds
- Minimization in risks

- Long run value

Answers - Check Your Progress – II

8. Financial management is an important part of any business. Following are some of the most important characteristics of finance management:

- Manage all kinds of financial resources
- Uses all resources appropriately
- Continuous function
- Lowers risks
- Facilitates cost control
- Maximizes profits
- Analytical thinking
- Foundation of managerial decisions

9. The importance of Financial Management is mentioned below.

- It is helpful in the procurement of required finance at minimum cost.
- It ensures appropriate and efficient utilization of the funds.
- It manages business operational costs.
- Financial management is very important for the fulfilment of short-term as well as long-term organization goals.
- The business gets affected by internal and external economic factors. Proper financial planning and management play a very crucial role to cope up with the adverse external business environment.
- A well planned Financial Management can help the business to sustain itself in the market during various economic conditions like growth, recession, boom, depression, etc.
- It is important for the long-term asset creation of the business. It leads towards expansion and growth.
- It ensures safety for the business enterprise through reinvestment of the profit, creation of the reserves, etc.

10. Budget planning helps control revenues and expenses as well as to measure the performance of an event. Hence, budget planning is a super important part of any event. In this regard, it is important to remember that creating a well-managed budget can take some time and effort.

Answers – Multiple Choice Questions

1. a) Tangible
2. c) The Oxford dictionary
3. b) Medium-term
4. b) Intangible
5. a) J. L. Massie
6. b) External

: STRUCTURE :**6.0 Objectives****6.1 Introduction****6.2 Definition****6.3 What is Marketing?****6.4 Marketing Concepts****6.5 Four P's of Marketing / Marketing Mix****Check Your Progress - I****6.6 Importance of Marketing****6.7 Role of Marketing in Fashion Event****Check Your Progress - II****Multiple Choice Questions****6.8 Let Us Sum Up****6.9 Keywords****6.10 Suggested Books****Answers**

6.0 OBJECTIVES

After studying this unit, the student will be able to:

- know about terms market, marketing and marketing management;
- identify four Ps of marketing;
- understand the importance of the marketing;
- know about the key concept of marketing;
- describe the role of marketing in fashion events.

6.1 INTRODUCTION

Today we witness a cut-throat competition in every industry. It is present in fashion, accessories, footwear, food and beverages, education, I.T., hospitality, T.V. shows, fashion shows, banking sector, events, and many more industries. It is crucial to retain the share of the business, be in the mind of people, and continue selling the product or service. It requires a lot of practical efforts in the direction of marketing and promotion of any business.

The products, services, or ideas get promoted at the events. T.V. shows like reality shows, fiction series, etc., are also used to promote products, services, or events. So, one can notice that the products and services are being promoted at the events, or the events are marketed in new and innovative ways to catch people's attention. It means marketing and promotion play a crucial role in selling and up selling the products, services, ideas, or events.

6.2 DEFINITION

6.2.1 Market:

- The term market is derived from the Latin word “Mercatus,” which means trade, merchandise, or a place where business is transacted.
- **According to Philip Kotler**, “A market consists of all the potential customers showing a particular need or want who might be willing and able to engage in exchange to satisfy need or want.”
- **According to William J. Stanton**, “A market may be defined as a place where buyers and sellers meet, goods and services are offered for sale and transfer of ownership occurs.”
- In general terms, a market is a place where buyers and sellers meet, and goods and services are purchased and sold.
- The market is a physical location where the buyers and sellers meet to do business deals and transactions. For example, vegetable markets, cloth markets, gold markets, etc.
- In the digital era, the market is not limited up to a physical location. It is much more than a place. The e-commerce, website, online selling, social media marketing, etc., have changed the scenario of the market. People are used to buying products and services from digital platforms nowadays.
- There are various types of markets such as a consumer market, business or industrial market, government market, global market, and non-profit market.

6.2.2 Marketing:

- **According to Philip Kotler**, “Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others.”
- Marketing consists of the performance of business activities that direct the flow of goods and services from producers or suppliers to consumers or end-users. — **American Marketing Association**
- **According to Peter F. Drucker**, “Marketing is so basic that it cannot be considered as a separate function. It is the whole business seen from the point of view of its final result, that is, from the customer's point of view.”

- **According to Edward W. Cundiff**, “Marketing is the business process by which products are matched with markets and through which transfer of ownership is affected.”
- **According to William G. Zikmund and Michael d’Amico**, “Marketing is the process that seeks to influence voluntary exchange transactions between a customer and a marketer.”
- **According to H.L. Hansen**, “ Marketing is the process of discovering and translating consumer needs and wants into products and services, creating demand for these products and services and then, in turn, expanding this demand.

6.2.3 Marketing Management:

- **According to Philip Kotler**, “Marketing Management is the analysis, planning, implementation and control of programs designed to bring about desired exchanges with target markets for the purpose of achieving organizational objectives.”
- **According to American Marketing Association**, “Marketing Management is the process of planning and executing the conception, pricing, promotion, and distribution of goods, ideas, and services to create exchanges that satisfy individual and organizational goals.”
- **According to Cundiff and Still**, “Marketing Management is a broad branch area of management. Marketing Management is concerned with the direction of purposeful activities towards the attainment of marketing goals.”

6.3 WHAT IS MARKETING?

Marketing has been practiced since ancient times. It is not a new terminology; however, the strategies and tactics used for marketing keep on changing. Before some decades, people used to misunderstand the word marketing. It was limited up to the selling or advertisement of products or services only. In reality, marketing is much more than only these two activities. No doubt the advertisements and selling are the crucial parts of marketing activity.

Marketing is a process of identifying the customers’ needs and wants, conceptualizing and developing the product, and then offering it to the customers. It is all about a bunch of interrelated activities. The main aim of marketing is to give importance to the needs and desires of people and try to satisfy them by offering the products or services. Marketing is a practice of directing the flow of goods and services from the producer to the customers.



Fig. 1 Marketing

Marketing plays a vital role in any business firm. But, alone, it cannot achieve the organizational goals. It is interrelated and dependent on the other functional areas of business like production, human resources, finance, I.T., research, and development, etc. The identification of needs of people only cannot generate sales. There are various efforts to be made from different departments to let it reach up to the achievement of individual and organizational goals.

Marketing management gives priority to building long-term relationships with customers. Marketing activity does not end with a single sale, but it tries to maintain the relationship with customers for the future business aspects. The long-lasting relationship is beneficial for both the business as well as the customer.

Marketing is involved in creating, developing, offering, and delivering goods or services to the people. But in the modern era, it is not limited up to these two offerings only. The offering from the business firms can be in various forms like goods or products, services, ideas, events, persons, places, properties, organizations, information, experiences, etc.

6.4 MARKETING CONCEPTS

The concepts of marketing keep on changing with time. The base is the same and constant, but there are some new thoughts and implications as time evolves. There are five marketing concepts that marketing managers can follow to grow the business and achieve predetermined goals. The marketing concepts are as follow:



Fig.2 Core concepts of marketing

6.4.1 The Production concept:

The production concept of marketing is one of the oldest concepts in business. As per this concept, the customers will prefer products that are **widely available and inexpensive.**

The business managers usually pay attention to the high efficiency and effectiveness in production and try to minimize the cost of the product. They presume that the consumers typically prefer the products that are easily available and with lower cost. This concept can be implemented when the company wants to expand the business. This concept is useful where the consumers are more interested in obtaining the products than in their features.

6.4.2 The Product concept:

The product concept assumes that the customers prefer products that are **innovative, qualitative, and with higher performance.**

The managers who believe in this concept pay attention to making qualitative products and on their improvements. They assume that the customers will like the products with greater innovativeness and high performance.

The managers of such organizations may not consider the needs, likes, and preferences of customers. They usually believe that the design engineer can make the best suitable product. So, it may happen that the product may not turn out as liked by the customers. This concept leads towards marketing myopia.

6.4.3 The Selling concept:

The selling concept assumes that the **buyer may not buy enough** of the organization's products if the business and buyers are left alone—for example, insurance, Wikipedia, firefighting equipment like a fire extinguisher, etc. Therefore, the company requires effective selling and promotional efforts.

This concept holds that generally, the consumers resist buying enough products of the business. So, the company needs to persuade the customers by active advertisement and aggressive selling techniques. In that case, only the customers will buy the products. The producers usually produce the products which they find suitable and not the ones that the customers prefer.

The issue with this concept is its assumption that if the customers are not satisfied with the product or service, they will not bad-mouth friends or relatives and forget about the bad experience. The customers will not complain about it to anyone, forget the disappointment, and will repurchase the product. In reality, this is not possible. The business and managers who follow this concept by neglecting customer's expectations may face failure.

6.4.4 The Marketing concept:

The marketing concept holds that the business organization should be more effective and efficient in **creating, offering, and delivering the products or services to the target market**. The performance of the business should be **better than the competitors**.

The needs, wants, and demands of the customers should be fulfilled by delivering value products, and customer satisfaction should be achieved.

The selling concentrates on the seller and the marketing on the customers. The selling concept focuses on the sales of the products and benefits to the seller, but the marketing concept focuses on customer satisfaction by offering quality products.

The integrated marketing efforts should be in an appropriate direction to achieve desired organizational goals. It includes various functions like product design and development, selection of distribution channels, advertising, sales promotion, customer service, marketing research and development efforts, etc. The marketing concept addresses the main four issues: target market, customer needs, integrated marketing efforts, and earning profit through customer satisfaction.

6.4.5 The Societal marketing concept

A societal marketing concept holds that business firms should **prioritize society's well-being and customer satisfaction**. This concept has

evolved from the idea of CSR (Corporate Social Responsibility). Philip Kotler introduced the concept of social marketing and societal marketing. As per the societal marketing concept, the business should focus on customer's needs, the company's requirements, and society's long-term interest.

Philip Kotler defines it as “the societal marketing concept holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being.”

6.5 FOUR P'S OF MARKETING / MARKETING MIX

The four Ps of marketing is also known as the marketing mix. These are the critical elements of marketing that are useful for customer satisfaction, to add value to the business, and differentiate the company from the rivals. The four Ps of marketing consist of Product, Price, Promotion, and Place.



Fig.3 Four Ps of Marketing

The four Ps of any business should have a good mix that has a well-designed product, at an affordable price that can gain reasonable profit for the company, the right place to sell, the efficient way of promoting, and the correct selection of people who engage their efforts towards the achievement of the individual as well as organizational goals. However, the marketing mix includes some other Ps like People, Packaging, Public relations, Process, Physical evidence, Philosophy, and even Politics as vital mix elements in the modern era.

Marketing mix- 4P's



Fig. 4 The Marketing Mix

6.5.1 Product

A product can be a tangible product or an intangible service or event offered to the customer by the business. Any product should deliver a minimum level of performance to meet the customers' reasonable needs, wants, and demands. The crucial decisions regarding the products include features, appearance, quality, branding, packaging, performance and functionality, safety, warranties, repair and support, accessories, and services.

6.5.2 Price

The price is the final value that is expected to be paid by the customer. The pricing decision for any product or service plays an essential role in the selling of the product or service. It is not only the selling price, but it includes various key decisions like the pricing strategies, discounts, and allowances offered to the customers, payment terms, credit facility, retails pricing, wholesale pricing, demand and supply in the market, and other direct and indirect factors affecting pricing decision. At the time of deciding the price, it is crucial to notice the position of the business in the market.

6.5.3 Promotion

Promotion is a tool to communicate about the product, service, or event to the target audience. There is a difference between the marketing and promotion activities. Promotion is a tool or technique of marketing

through which the user can be known about the product or services offered to them. The promotion decisions include advertising, sales promotion, public relations and publicity, direct selling, digital marketing, etc.

6.5.4 Place

A place means the point of sale. The product or service should be easily available to the customers. If the product or service is accessible to the target market, then there are higher chances of an increase in sales. The decisions regarding place include the channels of distribution, market coverage, location, inventory management, warehousing, transport, etc.

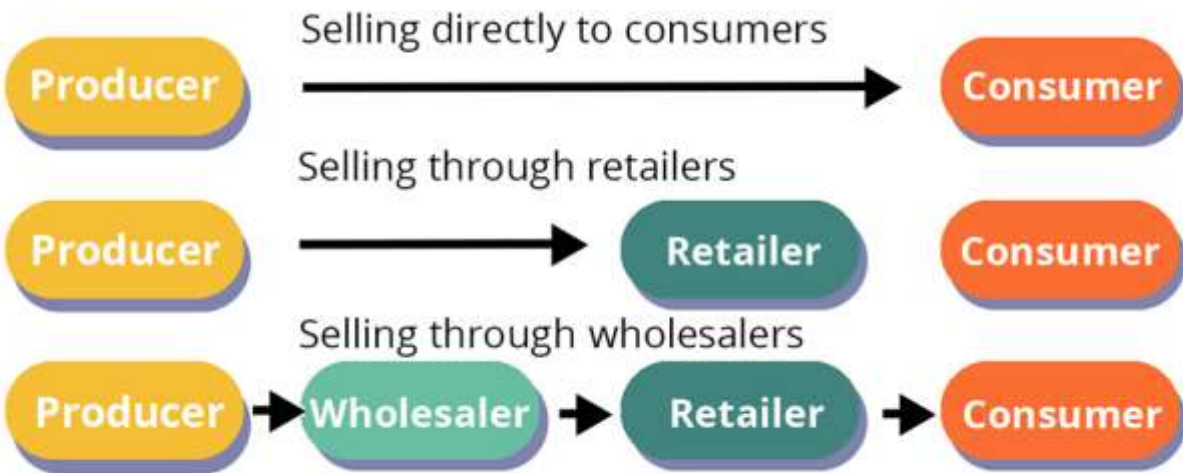


Fig. 5 Distribution channel

The product may be manufactured at a factory that can be located at someplace, then stored at the factory or warehouse, then transported to the wholesalers, retailers, or directly to the customers. Each business has a different location and channel of distribution as per the requirement. The main aim behind the place decision is that the product or service should be available at the right place, at a suitable time, at the right price to the target customers.

Check Your Progress - I

1. Define market and marketing.

2. What is marketing management?

3. What are the different types of markets?

4. Make a list of the four Ps of marketing.

5. What are the marketing concepts?

6. What can be the different offerings from the business entity?

6.6 IMPORTANCE OF MARKETING

Marketing plays a crucial role for business firms, and it affects the daily lives of consumers too. It stimulates the demand of customers and creates interest in the goods and services. Marketing continuously studies the demand of customers, and the demand is dynamic in nature. So it is

crucial to study marketing for various reasons. As it plays a significant role for the customers, business firms, and society as a whole.

The importance of marketing is as follows:

6.6.1 It generates sales

The first and foremost important role of marketing is to generate sales for the business. If the product designed and manufactured is of higher quality, then also it requires marketing efforts. The marketing team usually communicates with the customers in various ways that generate awareness of products among the people. It ultimately results in developing demands and follows by purchasing. So, marketing is important to generate sales and business income.

6.6.2 Create a brand image

A good and positive brand image grabs more attention from people. Marketing efforts through brand campaigning and word of mouth can build trust for the brand name. Various marketing channels like social media, email, online articles, etc., are helpful. People usually like to buy from companies with a good brand image. So, marketing is essential to create a positive brand image in society.

6.6.3 Customer satisfaction

Marketing helps in conveying the benefits of products and services offered by the business firms. People are not merely interested in the selling efforts done by the companies. They expect to get solutions to their problems in the form of various products, services, and events. The needs, demands, and wants should be satisfied. Thus, marketing helps in providing customer benefits and satisfaction too.

6.6.4 Business expansion

Marketing is the process of transfer, exchange, and movement of goods. It creates awareness among the people about the product and company available in the market. The ultimate goal of any business is growth and expansion. The meaning of expansion of the business differs from company to company. It can be opening a new branch of the business, opening additional franchises, increasing the number of customers, launching a new product, adding new services, or organizing more events at different places. Marketing is an important element for the growth and expansion of the business.

6.6.5 Generates employment opportunities

In the modern era of large-scale production and industrialization, the role of marketing has widened. There are various functions and activities to be performed for marketing management. It requires many human resources to be employed to perform various tasks. Employment opportunities are available for the functions like purchasing, selling, inventory management, warehousing, transport facilities, advertisement,

marketing management, social media handling, public relations, customer relationship management, pricing strategies making, and many more. Thus, marketing plays a crucial role in employment generation activity.

6.6.6 Higher standard of living

Marketing has played an essential role in raising and maintaining a higher standard of living for society. The main aim of marketing activities is to design, create and deliver goods and services to satisfy the needs and wants of people. The continuous and uninterrupted flow of required products in the community helps in increasing the standard of living of people. Marketing helps to supply and deliver the necessary goods and services at an affordable price, at the right place, good quality with reasonable profits. Thus, marketing plays a significant role in delivering a higher standard of living to the community.

6.6.7 Economic development

Marketing helps in achieving and maintaining economic growth and stability. Economic stability is a sign of a balanced economy. There should be a balance between the demand and supply of goods in the economic system. If the production is higher than the demand, it can lead to the fall in prices and recession. If the production is less than the demand, resulting then the prices of goods rise and it results in inflation. So, marketing activities put effective efforts to balance the demand and supply of goods and services in the economy.

6.7 ROLE OF MARKETING IN FASHION EVENT

The success or failure of any fashion event depends largely on the visitor footfall whether it is a fashion show, fashion exhibition, fashion trade show, or an expo, the more the number of visitors, the higher the business opportunities. Marketing plays a vital role in bringing awareness about the event to potential attendees. It helps in building excitement and interest among the audience, encouraging them to attend, or participate in the event. Marketing for an event can be carried out through several mediums, including;

- Advertisements on TV, radio, newspaper, and fashion magazines
- Social media
- Distribution of posters, flyers and handouts
- Invitation cards
- Outdoor publicity through banners and hoardings
- Promotional SMS and calls to the prospective audience

Benefits of marketing for fashion events

- Marketing efforts generate more inquiries from interested participants.

- It brings awareness among the people about the upcoming event nearby their area.
- Creative marketing campaigns also help in creating interest within the targeted audience to attend the fashion event.
- Effective marketing invites reputed news and media to cover the event and increase the reach to a wider group of people.
- Marketing efforts benefit both participants and visitors. For participants, it generates business opportunities while visitors enjoy access to newer ideas and products of the fashion world.

Check Your Progress - II

7. Why is marketing needed?

8. What are the benefits of marketing for fashion events?

9. How is marketing important in employment creation?

Multiple Choice Questions

1. The _____ concept of marketing is one of the oldest concepts in business.

- a) Product
- b) Production
- c) Selling
- d) Marketing

2. The _____ concept holds that the business organization should be more effective and efficient in creating, offering, and delivering the products or services to the target market.

- a) Selling

- b) Marketing
- c) Societal Marketing
- d) Product

3. _____ introduced the concept of social marketing and societal marketing.

- a) William J. Stanton
- b) Peter F. Drucker
- c) Philip Kotler
- d) American Marketing Association

4. CSR stands for _____.

- a) Corporate Society Responsibility
- b) Cooperative Social Responsibility
- c) Corporate Social Reasonability
- d) Corporate Social Responsibility

5. The _____ concept assumes that the customers prefer products that are innovative, qualitative, and with higher performance.

- a) Product
- b) Production
- c) Selling
- d) Marketing

6. The four Ps of marketing are also known as the _____.

- a) Marketing concept
- b) Marketing mix
- c) Marketing myopia
- d) None of the above

6.8 LET US SUM UP

- Marketing is a process of identifying the customers' needs and wants, conceptualizing and developing the product, and then offering it to the customers. It is all about a bunch of interrelated activities. Marketing plays a vital role in any business firm. But, alone, it cannot achieve the organizational goals. It is interrelated and dependent on the other functional areas of business like production, human resources, finance, I.T., research, and development, etc.

Market:

- **According to Philip Kotler,** "A market consists of all the potential customers showing a particular need or want who might be willing and able to engage in exchange to satisfy need or want."

Marketing:

- **According to Philip Kotler**, “Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others.”

Marketing Management:

- **According to Philip Kotler**, “Marketing Management is the analysis, planning, implementation and control of programs designed to bring about desired exchanges with target markets for the purpose of achieving organizational objectives.”
- The concepts of marketing keep on changing with time. The base is the same and constant, but there are some new thoughts and implications as time evolves. There are five marketing concepts that marketing managers can follow to grow the business and achieve predetermined goals. The marketing concepts are as follow:
 - Production concept
 - Product concept
 - Selling concept
 - Marketing concept
 - Societal marketing concept
- The five Ps of marketing is also known as the marketing mix. These are the critical elements of marketing that are useful for customer satisfaction, to add value to the business, and differentiate the company from the rivals. The four Ps of marketing consist of Product, Price, Promotion, and Place.
- Marketing continuously studies the demand of customers, and the demand is dynamic in nature. As it plays a significant role for the customers, business firms, and society as a whole. The importance of marketing is as follows:
 - It generates sells
 - Create brand awareness
 - Customer satisfaction
 - Business expansion
 - Generates employment opportunities
 - Higher standard of living
 - Economic development
- The success or failure of any fashion event depends largely on the visitor footfall. Whether it is a fashion show, fashion exhibition, fashion trade show, or an expo, the more the number of visitors, the higher the business opportunities.
- Marketing plays a vital role in bringing awareness about the event to potential attendees. It helps in building excitement and interest among the audience, encouraging them to attend, or participate in the event. Thus, marketing plays an essential role in the fashion event.

6.9 KEYWORDS

Ancient	belonging to the very distant past and no longer in existence
Enhance	intensify, increase, or further improve the quality, value, or extent
Evolve	develop gradually
Era	a long and distinct period of history
Fiction	literature in the form of prose, especially novels, that describes imaginary events and people
Footfall	the number of people entering a shop or shopping area in a given time
Integrated Implication Marketing myopia	with various parts or aspects linked or coordinated the action or state of being involved in something It's a theory that states companies focus on their needs and short term growth strategies. They neglect the needs and want of their customers and fail as a result.
Persuade	induce (someone) to do something through reasoning or argument.
Preserve	maintain (something) in its original or existing state.
Prioritize	designate or treat (something) as being very or most important
Resist	hold out against or be proof against
Retain	continue to have (something); keep possession of
Societal	relating to society or social relations
Up selling	persuade a customer to buy something additional or more expensive

6.10 SUGGESTED BOOKS

- Kotler & Keller's Marketing Management (15th Edition) - eBook - Philip Kotler, Kevin Keller - Pearson Education - April 30, 2015
- Event Management - Edited by Sukhpreet Kaur - Excel Books Private Limited
- Fundamentals of Marketing - William J. Stanton, Michael J. Etzel, Bruce J. Walker - 1990 - McGraw-Hill
- Marketing is Everything - Regis McKenna - Harvard Business School Reprint - 1991
- Principles and Practice of Marketing - David Jobber - McGraw-Hill - 1998

- Small Business Marketing: A Guide for Survival, Growth, and Success - Stuart Atkins, Stuart Atkins Mba - 2009
- Marketing Management: Global perspective Indian context - V. S. Ramaswami, S. Namakumari - Fourth Edition 2009 - Macmillan Publishers India Ltd.

Sources of Images

Fig. 1 pixabay.com

Fig. 3 commons.wikimedia.org

Fig. 4 theintactone.com

Fig. 5 themetropreneur.com

Answers

Check Your Progress - I

1. Market:

- The term market is derived from the Latin word “Mercatus,” which means trade, merchandise, or a place where business is transacted.
- The market is a physical location where the buyers and sellers meet to do business deals and transactions. For example, vegetable markets, cloth markets, gold markets, etc.
- In the digital era, the market is not limited up to a physical location. It is much more than a place. The e-commerce, website, online selling, social media marketing, etc., have changed the scenario of the market. People used to buy products and services from digital platforms nowadays.

Marketing:

- **According to Philip Kotler**, “Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others.”
- Marketing is a process of identifying the customers’ needs and wants, conceptualizing and developing the product, and then offering it to the customers. It is all about a bunch of interrelated activities. The main aim of marketing is to give importance to the needs and desires of people and try to satisfy them by offering the products or services.

2. **According to Philip Kotler**, “Marketing Management is the analysis, planning, implementation and control of programs designed to bring about desired exchanges with target markets for the purpose of achieving organizational objectives.”

3. The different types of markets are as follow:

- Consumer market

- Business or industrial market
- Government market
- Global market, and
- Non-profit market.

4. The list of the four Ps of marketing is as follow:

- Product
- Promotion
- Price
- Place

5. The list of marketing concepts is as follow:

- Production concept
- Product concept
- Selling concept
- Marketing concept
- Societal marketing concept

6. The different offerings from the business entity can be as under:

- Goods or products
- Services,
- Ideas
- Events
- Persons
- Places
- Properties
- Organizations
- Information
- Experiences, etc.
-

Answers - Check Your Progress - II

7. Marketing plays a crucial role for business firms and it affects the daily lives of consumers too. It stimulates the demand of customers and creates interest in the goods and services. Marketing continuously studies the demand of customers, and the demand is dynamic in nature. So it is crucial to study marketing for various reasons. As it plays a significant role for the customers, business firms, and society as a whole. Below mentioned are some of the reasons why marketing is needed?

- It generates sells
- Create brand awareness
- Customer satisfaction
- CRM
- Business expansion
- Generates employment opportunities
- Higher standard of living
- Economic development

8. Marketing plays a vital role in bringing awareness about the event to potential attendees. It helps in building excitement and interest among the audience, encouraging them to attend or participate in the event. Several benefits of marketing for fashion events are as follows.

- Marketing efforts generate more inquiries from interested participants.
- It brings awareness among the people about the upcoming event nearby their area.
- Creative marketing campaigns also help in creating interest within the targeted audience to attend the fashion event.
- Effective marketing invites reputed news and media to cover the event and increase the reach to a wider group of people.
- Marketing efforts benefit both participants and visitors. For participants, it generates business opportunities while visitors enjoy access to newer ideas and products of the fashion world.

9. There are various functions and activities to be performed for marketing management. It requires many human resources to be employed to perform various tasks. Employment opportunities are available for the functions like purchasing, selling, inventory management, warehousing, transport facilities, advertisement, marketing management, social media handling, public relations, customer relationship management, pricing strategies making, and many more. Thus, marketing plays a crucial role in employment generation activity.

Answers – Multiple Choice Questions

1. b) Production
2. b) Marketing
3. c) Philip Kotler
4. d) Corporate Social Responsibility
5. a) Product
6. b) Marketing mix

UNIT : 7**FASHION EVENT ADVERTISEMENTS****: STRUCTURE :****7.0 Objectives****7.1 Introduction****7.2 Definition****7.3 What is Advertisement?****7.4 Types of Advertisement****7.5 Importance of Advertisement****Check Your Progress - I****7.6 What is Fashion Advertisement?****7.7 What is Fashion Event Advertisement?****7.8 Different types of Fashion Events****7.9 Different types of Fashion Event Advertisement****7.10 The influence of Advertising in the Fashion Industry****7.11 The influence of Fashion Advertising on People****Check Your Progress - II****Multiple Choice Questions****7.12 Let Us Sum Up****7.13 Keywords****7.14 Suggested Books****Answers****Abbreviations**

7.0 OBJECTIVES

After studying this unit, the student will be able to:

- understand the term advertisement and its importance;
- get information regarding various types of fashion events and fashion event advertisements;
- know about the influence of advertising in the fashion industry;
- understand the influence of fashion advertising on people.

7.1 INTRODUCTION

An advertisement is a powerful tool for communication with mass. It helps business entities to promote their goods, services, ideas, or events. In day-to-day life, people come across a number of advertisements in various forms. One can see the ad on television, in newspapers, magazines and can hear on the radio.

Advertisements create a substantial impact on the mind of people. It communicates the information about the product, service, or idea to the existing and prospective customers. In the modern era, advertising is the backbone of marketing strategies.

In this unit, the brief information regarding advertisement and its importance, various types of fashion event advertisement, and the influence of advertising on people and the fashion industry are given below.

7.2 DEFINITION

Various authors give several definitions for advertising. Some of the definitions are as follows.

According to Philip Kotler, "Advertisement is any paid form of non personal presentation and promotion of goods, services or ideas by an identified sponsor."

According to American Marketing Association, "Advertising is any paid form of non personal presentation and promotion of ideas, goods, and services by an identified sponsor."

According to J Thomas Russell and W. Ronald Lane, "Advertising is a message paid for by an identified sponsor and delivered through mass medium of mass communication. Advertising is persuasive communication. It is not neutral; it is not unbiased; it says, 'I am going to sell you a product or an idea.'"

According to John J Burnett, "Advertising is the non-personal communication of marketing-related information to a target audience, usually paid for by the advertiser and delivered through mass media in order to reach the specific objectives of the sponsor."

According to J.E. Littlefield, "It is a mass communication of information intended to persuade buyers so as to maximize profits."

7.3 WHAT IS ADVERTISEMENT?

Advertisement is a paid form of communication with mass. It approaches a lot many people at a time, and it does not target any individual. Various forms of advertisements can be there from which any of the suitable ones can be selected to promote the product, service, concept, or event.

7.3.1 Features of advertisement:

The advertisement consists of the below-mentioned features.

- It is a paid form of communication.
- Selling product, service, idea, event, or concept, etc.
- Identified sponsor
- It persuades or influences the behavior of people
- The message transmitted through mass media
- One way communication
- It is a tool for promotion
- Non-personal
- Element of creativity
- USP (Unique Selling Point)

7.3.2 Objectives of advertisement:

The objectives of ads are as follows.

- **To inform:** The main objective of any ad is to inform the existing as well as prospective customers about the company and its offerings. It is a medium through which the business can generate brand awareness.
- **To persuade:** It is an essential objective behind advertising. Persuading the people for purchasing or trying the product or service offered to them. It helps create a good brand image and a favorable image in the minds of customers.
- **To remind:** It is necessary to remind about the brand to current and potential buyers. There are various competitors for every product, service, or other offerings in the market. So, it becomes crucial to remind the brand's presence and avoid the rivals stealing the customers.
- Other objectives are:
 - Create demand for the product, service, or idea, etc.
 - Generate and increase the selling
 - Increase customer base
 - Brand building
 - Be in the mind of people, etc.

7.4 Types of Advertisement

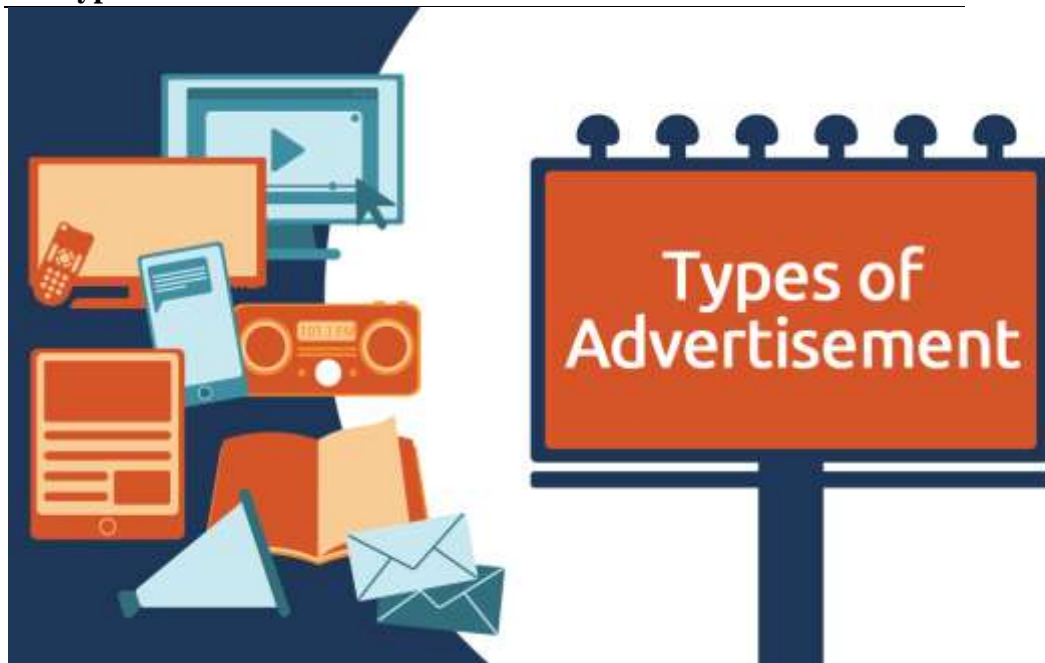


Fig.1 Types of advertisement

Advertisements play a crucial role for any business. It is an essential tool of promotion for any product, service, event, or idea. There are various types of ads available that can be used through multiple mediums of advertising. We had already studied the different kinds of advertisements last semester. So, here it is given in very brief to brush up and recall it.

Different types of advertisements are categorized as below.

7.4.1 Print Advertisements

- Print advertisement is a well-known physical media. However, it is essential to cover a broader audience. These types of ads are in printing form.
- Newspaper ads, magazine ads, leaflet, brochure, catalog, poster, calendar, diaries, etc., are examples of print media.

7.4.2 Broadcast Advertisements

- Broadcast media is another meaningful and effective way of advertising. It is also widely used for promoting various goods, services, and events.
- Television ads and Radio advertisements are the best examples of broadcast advertising.



Fig.2 Broadcast advertising

7.4.3 Outdoor Advertisements

- Outdoor advertisements are generally placed on highways and cross-roads where they can attract the attention of more people. Huge boards and hoarding that are strategically placed on main areas are very effective and profitable.
- Road hoardings, vehicle hoardings, banners, flags, digital billboards, etc., are examples of outdoor advertisements.

7.4.4 Digital Advertisements



Fig.3 Digital Advertising

- In today's modern age of digitalization, digital ads are viral. It is a very effective and widely used way of advertising. In addition, more and more people are using mobile and the internet

nowadays. So, it is in favor of business entities to utilize digital platforms for advertisements.

- Web banners, digital ads on social media platforms like Facebook, Whatsapp, Instagram, etc., ads on a creative and innovative website, e-commerce, pop-up ads on websites, mobile applications, etc.

7.4.5 Product/brand Integration:

Product or brand integration can be done by placing the product in T.V. shows or Youtube videos.

7.5 IMPORTANCE OF ADVERTISEMENT

Advertisement is essential for consumers, businesses, and society at large. It plays a crucial role and gives various advantages to different groups. The importance of advertising is as follows.



Importance of advertisement

7.5.1 Launch of a Product or Event:

Advertisement plays an important role in launching a new product, service, idea, event, or business firm. It helps in promoting the same in the mass. Advertisement engages and attracts people and affects buying behavior. It assists in quick publicity in the market.

Advertisement is vital for the announcement of upcoming events. It plays the role of an open invitation to the public to attend the event. Ultimately it helps to increase the number of attendees to the event.

7.5.2 Increase sales:

The advertisement campaigns create interest in the minds of people. It leads to an increase in the demand for the product or service. As demand increases, the sales also increase. It allows the merchant to fulfill the main objective of an increase in sales. There should be sufficient efforts required to maintain the sales through providing quality products at competitive prices.

7.5.3 Profit generation:

Advertisements aid in the increase of sales with cost control. As the gap between the number of sales and cost increases, it generates more profit. Therefore, the sales maximization and lowering the cost can earn more profit to any business entity.

7.5.4 Consumer awareness:

The advertisements through various mediums make people aware of the products that are available in the market. Consumers can select suitable products by comparing the product or service's quality, quantity, and price. Ads create awareness among the customers about the alternatives available to them. It also informs the customers about the features, price, quantity, usage, and other required information regarding the product.

7.5.5 Educate the society:

Advertising is a powerful tool that can approach the mass. In addition, various government and non-government organizations take the help of ads to address several issues of society.

Some of the ads released to educate society and in the interest of the public to teach about:

- Family planning,
- AIDS awareness,
- Saving water and electricity,
- Giving children compulsory education,
- Providing the right kind of nutrition to the mother and her new-born infant,
- Abolishing child labor, etc.

7.5.6 Art, science, and Profession:

Advertisement is a good combination of art, science, and profession. It is an art because it requires creative thinking and innovativeness. It is a science because it is based on several scientific approaches and systematic planning. It is a profession because it's the work of professional agencies that hire qualified resources.

7.5.7 Create employment:

Creating an exciting and innovative ad requires a high level of mental exercise and creativity. Therefore, ad agencies hire different people who fit the criteria of the other roles. The advertising field employs deserving candidates, creative thinkers, directors, cinematographers, artists, models, graphic designers, sales representatives, and managers.

7.5.8 Requires research and creativity:

We live in the modern era of competition. There is the availability of various options for the same kind of products, services, or events. It is necessary to appeal to the mass through creative and different types of advertising. It needs research and creative thinking. The research activity leads to the creation of new products. Business entities have to do more and more research for their products to sustain themselves in the competitive market.

7.5.9 Brand image:

Advertisements through various mediums create a remarkable impact on the minds of people. The repeated ads make the brand more popular. It leads to more demand for that product or service. The people usually show more responsible behavior towards the products or services advertised than non-advertised ones. It eventually increases the demand and follows vitally by an increase in sales.

Check Your Progress – I

1. What is the definition of advertising according to John J Burnett?

2. Define advertisement according to Philip Kotler.

3. What are the various characteristics of an advertisement?

4. Make a list of various objectives of advertisement.

5. What are the different types of advertisements?

6. Why is advertisement required?

7.6 WHAT IS FASHION ADVERTISEMENT?

Fashion advertising is a branch within advertising that promotes products and services from the fashion industry. These include clothes, shoes, jewelry, perfumes, etc.

The purpose of fashion advertising is to connect fashion brands with potential customers. This is achieved by associating the brand with a high-quality lifestyle. The target customers are then encouraged to pursue that lifestyle.

The forms of fashion advertising vary between print (magazines, billboards), television, merchandising, etc. Nowadays, fashion advertising is developing actively through influencers and celebrities on Social Media.

The tone, medium, and content of different fashion advertisements vary according to which market the brand wants to target. For example, a brand might be interested in wealthy individuals who focus on brand value or groups with lesser income who focus on the price and long life of the product.

- Fashion Advertising has the following features:
- It creates promotions for the fashion industry.
- It connects fashion brands with prospective customers.
- It uses words and visuals to gain attention for the product.
- It stresses the uniqueness of the product.

- It influences fashion trends through campaigns.
- It creatively links the brand to a particular social class.
- It varies from one target group to another.
- It impacts the choices and decision-making of people.

7.7 WHAT IS FASHION EVENT ADVERTISEMENT?

As the name suggests, Fashion Event Advertisement is the practice of advertising fashion goods and services through in-person or real-time engagement. Events allow brands and potential customers a space to physically meet and establish a market relationship from the best suitable options.

Fashion events can be of many forms - fashion shows, trade shows, designer fairs, retail trucks, exhibitions, etc. Nowadays, brands often host customized events for their promotion. For instance, pool parties for promoting a swimwear range.

Fashion event advertisement is an excellent way for brand owners to engage with customers by hosting an event. Through displays and presentations, the brands control the information conveyed and create a positive image in the minds of consumers.

- Fashion Event Advertising has the following features:
- It allows brands and customers to engage in person.
- Builds consumer trust as buyers can themselves examine the products.
- It uses themes and concepts to engage with customers.
- Its forms vary according to brand scale, target customers, etc.
- It provides a direct avenue for sales.
- It helps generate goodwill and establish a relationship between the brand and consumers.

7.8 DIFFERENT TYPES OF FASHION EVENTS

New trends in the fashion industry inspire novel forms of fashion event advertisement. Fashion events also differ according to market needs, target customers, and the resources available.

Below mentioned are some of the different types of Fashion Events:

7.8.1 Fashion Show

A fashion show is an event held by a fashion designer/brand where they showcase an upcoming line of clothing and/or accessories. Fashion shows usually occur at the beginning of a season - spring, fall, etc. - because that is usually when customers look forward to new trends. Typically, models wear and display the upcoming collection on the ramp as contemporary brands, designers and media sit in the audience to judge.

7.8.2 Trade Show / Trade Fair

A trade show or trade fair is a large-scale event, spreading over a number of days. In a Fashion Trade Fair, different brands and designers display, discuss and sell their latest product line. Trade shows are ideal for studying new market trends, meeting with potential industry partners and customers, and analyzing the competition. They are on a bigger scale in convention centers and other such spaces.

7.8.3 Fashion Exhibition

Fashion exhibitions are a newer trend in fashion event advertising. They allow designers to place their collection in a wider context by stressing its cultural, socio-economic, artistic, and political aspects. Fashion exhibitions, like art exhibitions, are held in museums. Such a setting aims to present fashion as a part of a cultural experience for the visitors while providing extensive context about the line of products.

7.8.4 Customized Events

The concept of customized events is trending in the Fashion Industry. In these events, designers customize events according to themes that suit their collections. Top contemporaries and customers then attend these events in a creative physical space. For instance, a swimwear collection can be launched at a pool party, a Spring collection at a garden party, and so on.

7.9 DIFFERENT TYPES OF FASHION EVENT ADVERTISEMENT

Fashion events can advertise through various mediums of advertisements.

Below mentioned are some of the different types of Fashion Event Advertisements:

7.9.1 Print Advertising

The most common form of fashion event advertising is through print media. A large number of people subscribe to various fashion magazines around the world. Brands compete to be showcased on the covers of top magazines such as Vogue, Bazaar, etc. By advertising in magazines and newspapers, brands can quickly attract an audience for upcoming events.

Another famous form of print advertising is through billboards. To feature on billboards in major cities is a quick way for brands to gain attention for upcoming events.

Other means include flyers, posters, banners, etc.

7.9.2 Television Advertising

Television has always been a powerful mode of advertising. Luxury brands invest a lot in engaging television commercials to

advertise their fashion events. The moving picture has an edge overprint due to its ability to capture attention through sounds and visuals.

The brand can also establish a deeper relationship with the audience by means of creative storytelling that showcases their clothes in different settings and angles. It is also more effective as TV is watched across different classes of society, while not as many have access to magazine subscriptions.

7.9.3 Celebrity Advertising

Advertising through celebrities and famous personalities allows brands to utilize their influence to increase brand visibility and sales. By inviting famous celebrities to wear their apparel, brands showcase their products to vast audiences in one go.

Celebrities are often used in print and television advertising to multiply benefits. For example, commercials often feature top celebrities as advocates of their products, directly targeting their individual fan bases.

7.9.4 Social Media Advertising

The ever-increasing impact of social media has redefined the boundaries of advertising. Fashion bloggers are setting up new trend patterns for thousands of followers on social media.

Brands utilize unlimited engagement on platforms like Instagram, Youtube, and Pinterest to increase visibility and advertise fashion events. Due to social media, events have also become accessible to a large number of virtual audiences.

7.10 THE INFLUENCE OF ADVERTISING IN THE FASHION INDUSTRY

The Fashion Industry in the present times is heavily dependent on Advertising. Celebrity and Influencer advertising especially have combined marketing strategy with the ever-expanding social media usage, updating millions of people every second about the latest trends.

Advertising allows brands to highlight their vision and key features and to convey them to the customers in an engaging manner. It aids them in targeting the rational and emotional faculties of consumers, therefore affecting their responses and decision-making. In doing so, brands set themselves apart from their competitors and target buyers in a more specific way.

There are also various negative aspects of Fashion Advertising on the industry and society. It ends up staging unachievable life standards while also exploiting already available resources. Moreover, with an aim to impress, brands often lose accountability and indulge in deceptive means.

- The Fashion Industry depends heavily on advertising.

- It allows brands to target customers in innovative ways.
- It creates public awareness about the brand.
- It facilitates revenue generation.
- With increased dependability, brands are obsessed with creating a desirable ‘image.’
- These ‘images’ are often deceptive and impossible to achieve.
- The heavy competition has also led to a lack of accountability and transparency.
- It exploits industrial resources.

7.11 THE INFLUENCE OF FASHION ADVERTISING ON PEOPLE

Advertising makes use of psychology to influence the minds of consumers. This affects the perceptions and decision-making of people. The influence has both positive and negative aspects.

7.11.1 Influence on Decision Making

On the one hand, Fashion Advertising allows brands to emphasize their uniqueness. This further helps buyers to make an informed choice. On the other hand, however, with several brands trying to catch their attention, buyers often fail to analyze the need and occasion for their purchase. In this case, the impulse of buying more than they need or buying products unsuitable to them.

7.11.2 Influence on Self-Perception

If done right, advertisements can generate a feeling of fellowship among people. However, advertising often keeps in mind a universally applicable body image. This leads to self-doubt in the minds of consumers. Frequently, it leads to the formation of a negative impression of oneself.

7.11.3 Personal Exploitation

The social, economic, and mental influences of fashion advertising are interconnected. In pursuit of an impractical social standard, consumers spend more than they can afford to, causing economic imbalance. The desire to be as attractive as projected in the advertisement can cause disassociation with one’s own unique traits.

Check Your Progress - II

7. What is a fashion advertisement?

8. What is a fashion event advertisement?

9. What are the different types of fashion events?

10. What are the different types of fashion event advertisements?

11. Describe the influence of advertising in the fashion industry.

12. How fashion advertising influences people?

Multiple Choice Questions

1. The definition “Advertising is any paid form of non personal presentation and promotion of ideas, goods, and services by an identified sponsor.” is given by _____

- a) Philip Kotler
- b) American Marketing Association
- c) John J Burnett
- d) J Thomas Russell and W. Ronald Lane

2. At the _____ models wear and display the upcoming collection on the ramp as contemporary brands, designers and media sit in the audience to judge.

- a) Trade fair
- b) Fashion Exhibition
- c) Fashion Show
- d) None of the above

3. USP means _____.

- a) Unique Selling Point
- b) Unique Selling Price
- c) Unique Sales Point
- d) Unique Selling Position

4. Newspaper ads, magazine ads, leaflet, brochure, catalog, poster, calendar, diaries, etc., are examples of _____.

- a) Print media
- b) Outdoor advertisement
- c) Broadcast media
- d) None of the above

5. Television ads and Radio advertisements are the best examples of _____.

- a) Outdoor advertising
- b) Print advertising
- c) Digital advertising
- d) Broadcast advertising

6. Road hoardings, vehicle hoardings, banners, flags, digital billboards, etc., are examples of outdoor advertisements.

- a) Broadcast advertising
- b) Digital advertising
- c) Outdoor advertising
- d) None of the above

7.12 LET US SUM UP

Advertisements create a substantial impact on the mind of people. It communicates the information about the product, service, or idea to the existing and prospective customers. In the modern era, advertising is the backbone of marketing strategies.

According to Philip Kotler, "Advertisement is any paid form of non personal presentation and promotion of goods, services or ideas by an identified sponsor."

Advertisement is a paid form of communication with mass. It approaches a lot many people at a time, and it does not target any individual. Various forms of advertisements can be there from which any

of the suitable ones can be selected to promote the product, service, concept, or event.

The objectives of advertisements are as follows.

- The main objective of any ad is to inform the existing as well as prospective customers about the company and its offerings.
- Persuading the people for purchasing or trying the product or service offered to them.
- It is necessary to remind about the brand to current and potential buyers.
- Other objectives are:
 - Create demand for the product, service, or idea, etc.
 - Generate and increase the selling
 - Increase customer base
 - Brand building
 - Be in the mind of people, etc.

There are various types of ads available that can be used through multiple, mediums of advertising. Different types of advertisements are categorized as below.

- Print Advertisements
- Broadcast Advertisements
- Outdoor Advertisements
- Digital Advertisements
- Product or brand Integration

Advertisement is essential for consumers, businesses, and society at large. It plays a crucial role and gives various advantages to different groups. The importance of advertising is as follows.

- Launch of a Product or Event
- Increase sales
- Profit generation
- Consumer awareness
- Educate the society
- Art, science, and Profession
- Create employment
- Requires research and creativity
- Brand image

Fashion advertising is a branch within advertising that promotes products and services from the fashion industry. These include clothes, shoes, jewelry, perfumes, etc. The forms of fashion advertising vary between print (magazines, billboards), television, merchandising, etc. Nowadays, fashion advertising is developing actively through influencers and celebrities on Social Media.

Fashion events can be of many forms - fashion shows, trade shows, designer fairs, retail trucks, exhibitions, etc. Nowadays, brands often host customized events for their promotion. For instance, pool parties for promoting a swimwear range. Below mentioned are some of the different types of Fashion Event Advertisements:

- Print Advertising
- Television Advertising
- Celebrity Advertising
- Social Media Advertising

Advertising allows brands to highlight their vision and key features and to convey them to the customers in an engaging manner. It aids them in targeting the rational and emotional faculties of consumers, therefore affecting their responses and decision-making. In doing so, brands set themselves apart from their competitors and target buyers in a more specific way.

There are also various negative aspects of fashion advertising in the industry and society. It ends up staging unachievable life standards while also exploiting already available resources.

Advertising makes use of psychology to influence the minds of consumers. This affects the perceptions and decision-making of people. The influence has both positive and negative aspects. Below mentioned are some of the influences of fashion advertisements on people.

- Influence on Decision Making
- Influence on Self-Perception
- Personal Exploitation

7.13 KEYWORDS

Abolish	to end law or system officially.
Aid	help or support (someone or something) in the achievement of something
etc.	and the rest or and other similar things
Existing	in existence or operation at the current time
Identify	associate someone or something closely with; regard as having strong links with
Impact	a marked effect or influence
Persuasive	convincing; good at persuading someone to do or believe something through reasoning or the use of temptation
Prospective	expected or expecting to be the specified thing in the future; likely to happen at a future date.
Sponsor	a person or organization that pays for or contributes to the costs involved in staging a sporting or artistic event in return for advertising
Substantial	of considerable importance, size, or worth; concerning the essentials of something

7.14 SUGGESTED BOOKS

Advertising: Types, Trends, and Controversies - Evelyn P. Mann - 2012 - Nova Science Publishers
Advertising and Sales Promotion - Belch George E. and Michael E. Belch - 5th edition - 2001
- Tata McGraw Hill, New Delhi
Fashion Marketing Communications - Gaynor Lea-Greenwood - 2013 - Wiley Publishers

Sources of Images

Fig. 1 8signal.com

Fig. 2 symphysismarketing.com

Fig. 3 Google.com

Answers

Check Your Progress – I

1. The definition of advertising according to John J Burnett, “Advertising is the non-personal communication of marketing-related information to a target audience, usually paid for by the advertiser and delivered through mass media in order to reach the specific objectives of the sponsor.”
2. Philip Kotler defined advertisement as, "Advertisement is any paid form of non personal presentation and promotion of goods, services or ideas by an identified sponsor."
3. Various characteristics of an advertisement are - It is a paid form of communication, selling a product, service, idea, event, or concept, etc., identified sponsor, it persuades or influences the behavior of people, the message transmitted through mass media, one-way communication, a tool for promotion, non-personal, element of creativity, USP (Unique Selling Point), etc.
4. The objectives of advertisements are as follows.
 - To inform the existing as well as prospective customers about the company and its offerings.
 - Persuading the people for purchasing or trying the product or service offered to them.
 - To remind the presence of the brand and try to avoid the rivals stealing the customers.
 - Create demand for the product, service, or idea, etc.
 - Generate and increase the selling
 - Increase customer base
 - Brand building
 - Be in the mind of people, etc.

5. The different types of advertisements are as below:

- Print Advertisements
- Broadcast Advertisements
- Outdoor Advertisements
- Digital Advertisements
- Product or brand Integration

6. Advertisement plays a crucial role in the growth of any business enterprise. It is required because of the below-mentioned advantages. Advertisements help in:

- Launch of a Product or Event
- Increase sales
- Profit generation
- Consumer awareness
- Educate the society
- Art, science, and Profession
- Create employment
- Requires research and creativity
- Brand image

Answers - Check Your Progress – II

7. Fashion advertising is a branch within advertising that promotes products and services from the fashion industry. These include clothes, shoes, jewelry, perfumes, etc. The purpose of fashion advertising is to connect fashion brands with potential customers. This is achieved by associating the brand with a high-quality lifestyle. The target customers are then encouraged to pursue that lifestyle.

8. Fashion Event Advertisement is the practice of advertising fashion goods and services through in-person or real-time engagement. Events allow brands and potential customers a space to physically meet and establish a market relationship from the best suitable options.

9. There can be different types of fashion events to promote the fashion articles. Below mentioned are some of the different types of Fashion Events.

- Fashion Show
- A fashion trade show or trade fair
- Fashion exhibition
- Customized Events

10. Fashion events can advertise through various mediums of advertisements. Below mentioned are some of the different types of Fashion Event Advertisements:

- Print Advertising
- Television Advertising
- Celebrity Advertising
- Social Media Advertising

11. The Fashion Industry in the present times is heavily dependent on Advertising. There are also various negative aspects of Fashion Advertising in the industry and society. Below mentioned are some of the influences of advertising in the fashion industry.

- The Fashion Industry depends heavily on advertising.
- It allows brands to target customers in innovative ways.
- It creates public awareness about the brand.
- It facilitates revenue generation.
- With increased dependability, brands are obsessed with creating a desirable ‘image.’
- These ‘images’ are often deceptive and impossible to achieve.
- The heavy competition has also led to a lack of accountability and transparency.
- It exploits industrial resources.

12. Advertising makes use of psychology to influence the minds of consumers. This affects the perceptions and decision-making of people. The influence has both positive and negative aspects. Below mentioned are some of the influences of fashion advertisements on people.

- Influence on Decision Making
- Influence on Self-Perception
- Personal Exploitation

Answers – Multiple Choice Questions

1. b) American Marketing Association
2. c) Fashion Show
3. a) Unique Selling Point
4. a) Print media
5. d) Broadcast advertising
6. c) Outdoor advertising

Abbreviations

Ad - Advertisement
etc. - Et cetera

UNIT: 8**FASHION SHOW ORGANIZATIONS****: STRUCTURE:****8.0 Objectives****8.1 Introduction****8.2 What is a Fashion Show?****8.3 Importance of Fashion Show****8.4 Types of Fashion Show****Check Your Progress - I****8.5 Elements of Fashion Show****8.6 Role of a Fashion Show in the Fashion Industry****8.7 Layout of a Fashion Show****Check Your Progress - II****Multiple Choice Questions****8.8 Let Us Sum Up****8.9 Keywords****8.10 Suggested Books****Answers**

8.0 OBJECTIVES

After studying this unit, the student will be able to:

- Understand the term fashion show.
- Get information regarding the various types of fashion shows.
- Understand the importance of the fashion show.
- Know about the elements and factors to be considered while organizing a fashion show.
- Describe the role of a fashion show in the Fashion industry.

8.1 INTRODUCTION

The Fashion industry is one of the most creative and innovative industries. People like to get in touch with the latest trends in fashion. Usually, people follow the fashion trends for clothing, accessories, footwear, hairstyle, makeup, etc., of the well-known celebrities, actors, actresses, cricketers, politicians. There are various ways to communicate fashion with people, and the fashion show is one of them.

A fashion show is an exciting and creative event. It requires the efforts of a large number of people and various resources to make the event successful. Fashion shows are the most valuable platforms for fashion designers, clothing business empires, and accessories designers. It can facilitate gaining a client base, promote the local fashion designer, and gain new contacts.

A fashion show needs to have a great theme, a creative and enthusiastic team, and well-coordinated program elements. Various people are engaged to run a fashion show. The joint efforts from the designers, models, event manager, coordinators, backstage staff, lighting and sound professionals, decorators, anchor, hair and makeup stylist, etc., and many more people are required to make a successful fashion show.

8.2 WHAT IS A FASHION SHOW?

The fashion show is profoundly related to the heritage of the fashion industry. The fashion show is an essential tool to display fashion products. It is not the preserve of large and well-known fashion houses only. It can be arranged and executed by anyone with creativity, keen interest in fashion, and willpower to get success.

The fashion show is an event that provides the platform to display designer garments or accessories. Creative and innovative clothes are worn by the models to showcase it to the audience. The fashion designers can get a chance to display the work done by them to the public at a fashion show. The designers used to present the apparels in fashion weeks, which are generally season-wise, i.e., Spring / Summer and Fall / Winter seasons.

Various famous and well-known fashion weeks take place at international levels. The two most influential and reputed fashion weeks are The Paris Fashion Week and the New York Fashion Week. Both the events are semi-annually organized.

The models with designer garments and accessories walk on a ramp / runway to display the outfits designed by various fashion designers. There is a seating arrangement for the audience to sit back and enjoy the fashion show. The fashion show requires a large number of human resource teams to play different roles and for various functions to

be done. The ramp, stage, seating arrangements, food, makeup and hairstyle, anchoring, light and sound, backstage activities, photoshoot, videography, audience, and media handling, etc., requires skilled people and their sincere efforts to make a fashion show successful.



Fig. 1 The models on-ramp with designer garments

Generally, the exclusive designer costumes are premium and high priced because of the innovative and unique designs, handwork, delicate quality fabrics, cut and finishes, color, unique pattern and textures, and lots of designer's efforts behind the craftsmanship. The designers plan the sequence of the models to walk on the ramp. The designer can communicate the innovative idea to the audience through attires displayed by the models. The audience tries to capture the new patterns and creative thinking of the designers. The main motive behind the fashion show can be the name, fame, art, publicity, and prestige.

The fashion show and the designer costumes represented in the show can become the base of inspiration for other fashion designers. Different designers can get inspired from the fashion show and create variations of designs. The fashion shows are organized at the international, national, and local levels to showcase and promote the work of fashion design enthusiasts.

8.3 IMPORTANCE OF FASHION SHOW

Fashion Shows Are an Integral Part of the Apparel Industry

Once upon a time, not long ago, designers used to showcase their new designs and styles to prospective clients through sketches. Once they completed a dress, they displayed it on a wooden dummy. So, one of the first few ways of circulating the latest outfits and dress styles of designers was fashion dolls. These dolls were widely used to show the latest designs and styles to customers. The dolls were even dressed with jewelry and new hairstyles to accentuate the dresses they wore.

Apparel manufacturers require a platform where they can promote their latest creations to their target audience. This is precisely where fashion shows come into play. These shows are important when it comes to showcasing the recent fashion trends and marketing the clothes of designers. The fashion industry is constantly evolving. Styles and designs keep on changing. This is why fashion shows are important because they help in generating interest among people and spread awareness about all the new arrivals in style and design. Fashion shows draw public attention, and marketing products through these shows helps in promoting goods and coordinating sales.

Fashion designers typically forecast fashion trends. They visit manufacturers or attend trade shows to select trims and fabrics. Designers also conduct adjustments and fittings on their design samples to market the end product to retailers. The main aim of fashion designers is to inspire their target audience to make a purchase. Fashion shows help designers showcase their talent and creative skills in designing a diverse array of clothes. This way, their talent gets the proper exposure, and they get the right platform to promote their products.

The Influence of Fashion Shows on Society

People around the world enjoy tracking the latest fashion trends. Fashion is a way designers can independently share their ideas with the world. In other words, fashion is an expression for the creator as well as the wearer. Electronic and print media have significantly helped in spreading fashion by shaving the fashion statements and latest trends flaunted by celebrities. It also covers all the fashion shows held across the world so that the latest in fashion reaches the target buyers.

To sum up, it can be said that fashion shows help in marketing products to target buyers. They also target apparel manufacturers and fashion journalists. Some fashion shows even target buyers from major markets, wholesalers, fashion journalists, and department stores. Videos

and photographs of fashion shows inspire apparel manufacturers to produce cost-effective clothes. In fact, fashion shows help celebrate the variety and also assist buyers in accepting a trend. Therefore, fashion shows serve as tools to showcase the latest fashion trends.

8.4 TYPES OF FASHION SHOW

Every fashion show is different in terms of its size and form. Fashion shows also have a diverse audience and different categories of art. While some fashion shows focus on shoes and clothes, others focus on specs, bags, and jewelry. Fashion show events vary according to their purpose, and some events are created to show the latest style or fashion trends, such as coats and gowns.

Following are the six main types of fashion shows that are held across the world:

- **8.4.1 Formal Runway Shows**

Runway fashion shows, as the name suggests, are shows where models walk a platform (the runway) to showcase or display the different products of designers. This form of fashion show is quite popular as it happens everywhere. Models wear the clothes of designers or any other accessory created by a designer and walk the ramp to display how the item can be worn and used.

- **8.4.2 Production Shows**

Production shows are more expensive in nature as they require a lot more effort and work. These shows typically use theatrical performances to display the latest fashion trends. Lighting effects, special effects, and live performances like acting and dancing are employed to display the latest fashion items. This is probably why these shows can be more expensive than the rest. Production shows can use anywhere between five and fifty models.

- **8.4.3 Informal Fashion Shows**

Informal fashion shows take place when the items or products are shown by designers in an informal environment. In these events, models typically wear the items and mingle around or stand. Such an event can take place at a venue as informal as a department store. Such events also do not require much preparation. The only thing that is needed is making sure the models are ready with their hairstyles and makeup because it is the models who wear the clothes and mingle around at such events to promote the products of the designers. Moreover, such events are usually not crowded.

- **8.4.4 Designer Fashion Shows**

Designer fashion shows are another type of fashion show in which designers are selected to display their collection of the latest fashion

trends for approximately 30 minutes. Once this time ends, another designer gets the opportunity to do the same. Individual brands usually organize such shows to display their products according to various categories. It helps them market their items to a wide range of audiences.

- **8.4.5 Charity Fashion Shows**

As is evident by the name, charity fashion shows are organized for the purpose of charity to help with humanitarian crises. Brands sell their products in these shows and promise a specific percentage of their earnings to one or more charitable organizations.

- **8.4.6 Sponsored Fashion Shows**

Finally, sponsored fashion shows are organized by sponsors or organizations where they invite designers to display their fashion collections. Sometimes, sponsors also dedicate their events towards a specific goal or a larger purpose.



Fig. 2 Models walk the ramp during a fashion show organized in Patna on Aug 10, 2018. (Photo: IANS)

Check Your Progress - I

1. What is a fashion show?

2. Explain - Importance of fashion shows.

3. What are the different types of fashion shows?

4. Describe - Formal runway shows.

8.5 ELEMENTS OF FASHION SHOW

Fashion shows are all about showcasing the skills and talent of fashion designers. Their main role is to display the latest designs and fashion collections of designers to create a buzz with the audiences and attract them to their products. When it comes to fashion shows, there are a lot of things to keep in mind as they consist of a number of elements. Following are some of the key elements of a fashion show:

8.5.1 Location

The location or venue of a fashion show is one of the first and foremost considerations of event planning. It is an important element and must be decided at the starting stages of the process. Also, the location should be in line with the purpose and goals of a fashion show.

8.5.2 Event Organizers

Another element of a fashion show is the event organizers or planners. They are responsible for the entire planning and execution of the event. Event organizers take care of everything from the budget to the venue.

8.5.3 Garments

Garments are the definite highlight of any fashion show. A fashion show event is based around the latest clothes or apparel of designers. These garments are showcased at fashion shows to attract the audience and promote their latest goods.



Fig. 3 Lakme Fashion week 2020

8.5.4 Models

No fashion show is complete without models. Models are the cornerstones of any fashion show, and they showcase the latest clothes designed by fashion designers to attract the public. Hence, they are an important element of a fashion show.



Fig. 4 Models on the ramp - Wills Lifestyle India Fashion Week

8.5.5 Accessories

Although clothes are an important part of a fashion show, models must also accessorize with jewelry and other kinds of accessories to improve the looks of the garments. This also includes handbags, eyewear, and footwear.



Fig. 5 Bombay Times Fashion Week at St Regis Hotel

8.5.6 Ramp

A ramp is another vital element in a fashion show. It is also sometimes known as a catwalk or a runway. A ramp is a flat platform at a fashion show that runs between sections of a seating area for the audience.



Fig. 6 A ramp with lighting and seating arrangements

8.5.7 Lighting

Lighting is another element that can be expected in a fashion show. Typically, fashion shows have warm and even lighting. Since fashion shows are visually driven in their entirety, event organizers must push their creativity to enhance the lighting of a show.

8.5.8 Music, Sound & Effects

Music, sound, and effects are other elements of a fashion show. They add spectacle and theatricality to catwalk presentations done by models. Music is usually considered to be a defining element at fashion shows.

8.5.9 Hairstyle & Makeup

Fashion shows are not just about the garments designed by fashion designers. They also showcase the most dazzling makeup and hair trends that can accentuate the clothes worn by models.

8.5.10 Photography

Fashion photography is another important element of a fashion show. It is focused on branding and captures models, props, location, and all the other aspects of a show. The goal of photography is to capture

something that sticks with the viewers and creates an identity for the brand.

8.5.11 Guests and Seating Arrangements

Invitations for fashion shows usually go out weeks prior to a show. Guests show up at a show's entryway, and the seating arrangement is as choreographed as the catwalk itself. Seating arrangements also allow guests to be arranged quickly and smoothly without any hiccups.

8.5.12 Food

Food is another element of a fashion show. Light snacks or hors d'oeuvres are usually served at such shows. These appetizers are sometimes chosen to complement the theme of the show itself.



Fig. 7 Gourmet vegan appetizers and Hors D'oeuvres **Fig. 8 Potato Crusted Eggless Veggie Quiche**

8.5.13 Media

Finally, no fashion show is complete without media coverage. This is because the main purpose of a fashion show is marketing and promotion. To garner the attention of the audience, media coverage is vital as it helps advertise the brand to the public.

8.6 ROLE OF A FASHION SHOW IN THE FASHION INDUSTRY

Catwalks, chic clothes, glamorous accessories, and dazzling models are all important elements of a fashion show. Non-specialists and fashion enthusiasts alike stay tuned to the latest shows recorded or aired live to stay updated on the current fashion trends. However, not everyone understands the fundamental role of a fashion show in the fashion industry. Mentioned below are some such roles and how fashion shows are an integral part of the fashion industry:

8.6.1 Fashion Trends

The biggest role of fashion shows that are organized for summer, winter, or autumn collections is to highlight the upcoming fashion trends. Since the designs, motifs, and styles keep transforming and evolving with time, fashion designers use fashion shows as a tool to display these new trends.

8.6.2 Send Across a Social Message

Fashion shows are not just used to display clothes but also to connect with and reach out to the public. The themes of fashion shows can be used to spread awareness among the common masses on important social issues. Hence, through fashion shows, fashion designers can choose a cause that they feel strongly about and share it with the audience. Leading media channels even cover big fashion events, thereby helping in the wider dissemination of the social message.

8.6.3 Influence the Lives of People

Although there might be people who may not necessarily be able to afford expensive designer clothes, fashion shows and the fashion industry in their entirety still influence the lives of countless people. Small and average-sized brands follow the trends showcased in fashion shows. In simple words, fashion shows are the perfect platform to showcase new trends in styles, motifs, and designs. From gym wear to office wear, every design is influenced by some kind of fashion trend that has come from a fashion show. Therefore, fashion shows affect the lives of people, whether directly or indirectly.

8.6.4 Opportunity for Designers

Fashion shows are the medium through which fashion designers get recognition for their work. Since buyers from across the globe attend these shows to purchase the latest apparel for their stores, designers are presented with an exclusive opportunity to display their talent and creations on the stage. Runway or catwalk further helps in displaying the clothes designed by designers in the best possible way as beautiful models wear them and walk the ramp to show them off.

8.6.5 Business for Fashion Brands

Finally, fashion shows are the perfect business for fashion brands. Fashion brands basically endorse the work of designers in addition to providing the funds for the event. In return, brands enjoy advertisements and promotions. In fact, fashion brands enjoy a lot of publicity when they sponsor fashion shows. Hence, they get both business and publicity, which is a win-win for both the brands and the designers.

8.7 LAYOUT OF A FASHION SHOW

A layout refers to the systematic arrangement of various elements to make the design appropriate. The layout aims to communicate the information logically, convey the message and theme, and make up the crucial elements stand out.

A fashion show layout is the arrangement of the ramp, seating area, screen, anchoring desk, lighting etc.



Fig. 9 The fashion show layout

A fashion show layout planning requires paying attention to various elements that can affect the fashion show.

- There are mainly two kinds of layout for fashion shows. Those are as follow:
 1. A formal ramp for the catwalk. The models can walk on the ramp, and the seating arrangement is available to both sides and in front of the ramp.
 2. A casual fashion show layout. The audience seated at the tables, and the models walk in between and around the tables. It can give

a closer look at the models wearing designer garments, the fabric used by the designer, patterns and texture, etc.



Fig. 10 Models at last summer's Kent & Curwen show.

The rejuvenated brand, which was founded in Savile Row in 1926, has been working with David Beckham since 2015, when he became majority owner.

- The seating arrangements should be in such a manner that it can give a good view to the models.
- The layout should be designed according to the guests invited to the fashion show. It must accommodate all the guests comfortably.
- The light, music, and effects should be considered at the time of layout selection.
- A runway fashion show requires open space and a decent size room.
- The dressing room should be near the main stage.
- The layout should have space to accommodate all the staff like models, makeup artists and hairstylists, background staff, anchors, fashion show organizers and managers, etc.
- The layout should consider the space arrangement for the photographers and videographers.
- The media plays a crucial role in any fashion event. So, the layout should make arrangements for the media.
- Thus, the fashion show layout should properly arrange all the key elements from entry to exit, ramp or the runway, seating arrangements, main stage, anchoring desk, food arrangements, dressing rooms, light and sound, etc.

Check Your Progress - II

5. What are the different elements of a fashion show?

6. Explain the role of fashion shows in the fashion industry.

7. What are the different layouts of the fashion shows?

8. Hairstyle and makeup are essential elements of a fashion show. Explain.

Multiple Choice Questions

1. The Paris Fashion Week and the New York Fashion Week events are _____ organized.

- a) Annually
- b) Semi-annually
- c) Quarterly
- d) None of the above

2. The designers used to present the apparels in fashion weeks, which are generally _____ wise.

- a) Season
- b) Colour
- c) Year
- d) None of the above

3. Production shows can use anywhere between _____ models.

- a) One and fifty
- b) Five and ten
- c) Ten and fifty
- d) Five and fifty

4. In _____ models typically wear the items and mingle around or stand.

- a) Formal runway show
- b) Informal fashion show
- c) Production show
- d) Charity fashion show

5. At designer fashion shows designers are selected to display their collection of the latest fashion trends for approximately _____ minutes.

- a) 20
- b) 50
- c) 30
- d) 60

8.8 LET US SUM UP

A fashion show is an exciting and creative event. It requires the efforts of a large number of people and various resources to make the event successful. Fashion shows are the most valuable platforms for fashion designers, clothing business empires, and accessories designers.

Various famous and well-known fashion weeks take place at international levels. The two most influential and reputed fashion weeks are The Paris Fashion Week and the New York Fashion Week. Both the events are semi-annually organized.

The fashion industry is constantly evolving. Styles and designs keep on changing. This is why fashion shows are important because they help in generating interest among people and spread awareness about all the new arrivals in style and design. Fashion shows draw public attention, and marketing products through these shows helps in promoting goods and coordinating sales.

Every fashion show is different in terms of its size and form. Fashion shows also have a diverse audience and different categories of art. Following are the six main types of fashion shows that are held across the world:

- Formal runway shows
- Production shows
- Informal fashion shows

- Designer fashion shows
- Charity fashion shows
- Sponsored fashion shows
-

When it comes to fashion shows, there are a lot of things to keep in mind as they consist of a number of elements. Following are some of the key elements of a fashion show:

- Location
- Event organizers
- Garments
- Models
- Accessories
- Ramp
- Lighting
- Music, sound, and effects
- Hairstyle and makeup
- Photography
- Guests and seating arrangements
- Food
- Media

The layout aims to communicate the information logically, convey the message and theme, and make up the crucial elements stand out. A fashion show layout is the arrangement of the ramp, seating area, screen, anchoring desk, lighting, etc.

Fashion shows are an integral part of the fashion industry, it plays a significant role.

Mentioned below are some such roles of fashion shows:

- Fashion trends
- Send Across A Social Message
- Influence The Lives of People
- Opportunity for designers
- Business For Fashion Brands

8.9 KEYWORDS

Accentuate	make more noticeable or prominent.
Array	a large group or number of things; a group of numbers, symbols, etc.
Buzz	an atmosphere of excitement and activity.
Chic	stylishness and elegance, typically of a specified kind; elegantly and stylishly fashionable.
Cornerstone	an important quality or feature on which a particular thing depends or is based.
Dazzling	bright; flashy, or sparkling
Diverse	differing from one another; unlike in kind or character

Dummy	a model or replica of a human being; an object designed to resemble and serve as a substitute for the real or usual one.
Enthusiastic	feeling or showing strong excitement about something
Entirety	the whole of something.
Evident	clearly seen or understood; obvious.
Exclusive	excluding or restricted to the person, group, or area concerned.
Exposure	the experience of something.
Facilitate	make (an action or process) easy or easier.
Flaunt	to display or obtrude oneself to public
Garner	gather or collect something
Heritage	a property that is or may be inherited; an inheritance; a special or individual possession; an allotted portion.
Hiccups	a temporary or minor problem or setback.
Hors d'oeuvres	a small savory dish, typically one served as an appetizer.
Keen	having or showing eagerness or enthusiasm
Mingle	move among and engage with others at a social function.
Precisely	something is done with complete accuracy or perfection.
Preserve	protect or to keep safe from injury, harm, or destruction
Prestige	reputation or influence arising from success, achievement, rank, or other favorable attributes.
Profoundly	greatly; to a profound extent; extremely.
Prospective	expected; relating to or effective in the future.
Ramp	a sloping floor, walk, or roadway leading from one level to another.
Runway	North American term for the catwalk
Showcase	exhibit; display.
Willpower	strong determination that allows you to do something difficult

8.10 SUGGESTED BOOKS

- Guide to Producing a Fashion Show - Judith C. Everett, Kristen K. Swanson, José Blanco F. - 2019 Fourth edition - Fairchild Books
- The Fashion Show: History, Theory, and Practice - Gill Stark - 2018 - Bloomsbury Publishing
- The Fashion Set: The Art of the Fashion Show - Federico Poletti, Giorgia Cantarini - 2016 - Roads Publishing
- How to Put on a Fashion Show: A Guide to Presenting Your Own Catwalk Collection - Eric Musgrave - 28 August 2014 - Pavilion Books

Sources of Images

- Fig. 1 [Flickr.com](#)
Fig. 2 [therahnuma.com](#)
Fig. 3 [youtube.com](#)
Fig. 4 [strandofsilk.com](#)
Fig. 5 [Businessinsider.in](#)
Fig. 6 [Amazon.com](#)
Fig. 7. [Thespurceeats.com](#)
Fig. 8 [theplantphilosophy.com](#)
Fig. 9 [Behance.net](#)
Fig. 10 [WWD/Rex/Shutterstock](#)

Answers

Check Your Progress - I

1. The fashion show is an event that provides the platform to display designer garments or accessories. The creative and innovative clothes worn by the models to showcase it to the audience. The models with designer garments and accessories walk on a ramp / runway to display the outfits designed by various fashion designers. The designers used to present the designer apparels in fashion weeks, which are generally season-wise, i.e. Spring / Summer and Fall / Winter seasons.
2. Fashion shows help in marketing products to target buyers. They also target apparel manufacturers and fashion journalists. Some fashion shows even target buyers from major markets, wholesalers, fashion journalists, and department stores. Videos and photographs of fashion shows inspire apparel manufacturers to produce cost-effective clothes. In fact, fashion shows help celebrate the variety and also assist buyers in accepting a trend. Therefore, fashion shows serve as tools to showcase the latest fashion trends.
3. Every fashion show is different in terms of its size and form. Fashion shows also have a diverse audience and different categories of art. Following are the six main types of fashion shows that are held across the world:
 - Formal runway shows
 - Production shows
 - Informal fashion shows
 - Designer fashion shows
 - Charity fashion shows
 - Sponsored fashion shows
4. Runway fashion shows, as the name suggests, are shows where models walk a platform (the runway) to showcase or display the different products of designers. This form of fashion show is quite popular as it happens everywhere. Models wear the clothes of

designers or any other accessory created by a designer and walk the ramp to display how the item can be worn and used.

Answers - Check Your Progress – II

5. Fashion shows are all about showcasing the skills and talent of fashion designers. Their main role is to display the latest designs and fashion collections of designers. Following are some of the key elements of a fashion show:

- Location
- Event organizers
- Garments
- Models
- Accessories
- Ramp
- Lighting
- Music, sound, and effects
- Hairstyle and makeup
- Photography
- Guests and seating arrangements
- Food
- Media

6. Fashion shows play a crucial and fundamental role in the fashion industry. Mentioned below are some such roles and how fashion shows are an integral part of the fashion industry:

- Fashion trends
- Send Across A Social Message
- Influence The Lives of People
- Opportunity for designers
- Business For Fashion Brands

7. There are mainly two kinds of layout for fashion shows. Those are as follow:

1. A formal ramp for the catwalk. The models can walk on the ramp, and the seating arrangement is available to both sides of the ramp.
2. A casual fashion show layout. The audience seated at the tables, and the models walk in between and around the tables. It can give a closer look at the models wearing designer garments, the fabric used by the designer, patterns and texture, etc.

8. Hairstyle and makeup are essential elements of a fashion show. Fashion shows are not just about the garments designed by fashion designers. They also showcase the most dazzling makeup and hair trends that can accentuate the clothes worn by models.

Answers – Multiple Choice Questions

1. b) Semi-annually
2. a) Season
3. d) Five and fifty

4. b) Informal fashion show
5. c) 30

UNIT: 9**FASHION EXHIBITION
ORGANIZATIONS****: STRUCTURE:****9.0 Objectives****9.1 Introduction****9.2 What is a Fashion Exhibition?****9.3 Objectives of Exhibitions****9.4 Importance of Fashion Exhibition****Check Your Progress - I****9.5 Elements of Fashion Exhibition****9.6 How to plan and organize a successful fashion exhibition?****9.7 Layout of Fashion Exhibition****Check Your Progress - II****Multiple Choice Questions****9.8 Let Us Sum Up****9.9 Keywords****9.10 Suggested Books****Answers**

9.0 OBJECTIVES

After studying this unit, the student will be able to:

- understand the terms exhibition and fashion exhibition;
- understand the crucial objectives behind organizing fashion exhibitions;
- get information regarding key elements of fashion exhibitions;
- understand the importance of the fashion exhibition;
- know about the layouts of fashion exhibitions;
- get information regarding how to plan and organize a successful fashion exhibition.

9.1 INTRODUCTION

An exhibition is a powerful promotional tool that is widely used in all kinds of industries to bring sellers, their competitors, and buyers together in a commercial setting. Customers who attend exhibitions of a particular brand are usually interested in their products because attending an exhibition takes both time and money. This means that exhibitions are a rather targeted promotional tool in the sense that they are only intended for a select audience.

Brands tend to organize exhibitions to create mass excitement and attract attention to their latest products or creations. Some exhibitions only take place once a year, so they attract quite a bit of attention from the media. This, in turn, helps in attracting more customers and exhibitors. Moreover, exhibitions tend to be expensive affairs because fewer customers attend them, and the cost associated with the venue where they are accommodated is also high.

In any event, exhibitions are essential when it comes to promoting goods. They also supply vital information about the buying process and are considered to come second only to one-on-one selling. With time, the number of exhibitions and exhibitors is rapidly growing across the world. This unit highlights some important details on fashion exhibitions.

9.2 WHAT IS A FASHION EXHIBITION?

Exhibitions are a great way for brands and designers to enhance their credibility and visibility in the industry. Using exhibitions as a marketing tool, they can take their businesses to new heights. Regardless of whether it is a service or a product, organizing a suitable event can help raise awareness of your enterprise. An exhibition that is carefully planned as well as executed has well-designed booths, promotional items and giveaways, eye-catching banners and posters, and much more. All these elements of an exhibition help in adding a certain aura of authenticity and credibility to your brand. These events are quite unique as they allow brands to meet and interact with new customers as well as strengthen their relationships with the loyal ones who already exist. Hence, exhibitions are a great way of increasing customer loyalty.

What Is a Fashion Exhibition?

In no time at all, fashion exhibitions have become a hot trend when it comes to cultural and artistic heritage museums throughout the world. The number of specialized fashion and costume museums is constantly spreading in many countries. Several scholarly papers and research projects are dedicated to fashion museology or museum fashion exhibitions, talking about collecting, archiving, displaying, and conserving fashion designs.

Simply put, fashion exhibitions are displays in which the latest fashion trends are exhibited for potential customers and collaborations. This marketing tool is an excellent idea as it helps companies and brands to showcase their work in the most attractive manner possible to attract the attention of the attendees. As a result, they can increase awareness about their brands and highlight their latest products or services for future sales. In addition to that, when the work of a fashion designer is exhibited in a museum or at any other venue, it becomes a part of the visitors' cultural experience.



Fig.1 Fashion exhibition stall

9.3 OBJECTIVES OF EXHIBITIONS

Exhibitions are an integral part of industrial markets as they help promote the products and / or services. They also provide essential information in the buying process and are the second most important form of sales after personal selling. As a way of organizing exhibitions, customers can obtain vital information regarding a company's products. It is also noteworthy that the number of exhibitions, visitors, and exhibitors has been consistently growing with time.

Following are some of the essential objectives of exhibitions:

- **9.3.1. They are the perfect platforms to reach audiences with distinct interests.**

Exhibitions are the perfect platforms to appeal to the interests of a diverse set of audiences. Organizers usually tend to create hype to increase the number of visitors to their exhibitions. However, those customers should show up who are genuinely interested in your products. When it comes to exhibitions, the cost per customer is relatively high.

Hence, it is crucial to address the needs of only genuine customers to increase brand loyalty.



Fig. 2 Engaged audience at the fashion exhibition

- **9.3.2 They help in creating awareness of the brand and developing relationships with prospective customers.**

Exhibitions offer face-to-face interaction with customers. This gives marketers an opportunity to sell their products and apprise the customers of the newest creations. Marketers must also qualify visitors according to their interest in the company's products so that they can pursue them once the exhibition is over.

- **9.3.3 Exhibitions help in determining and stimulating the needs of customers.**

When it comes to stimulating the needs of customers, a product demonstration is an excellent idea. Once customers see the advantages of a product first-hand, they are much more likely to make a purchase and not suppress their needs. Moreover, customers who might have entered an exhibition with nothing more than casual interest are also more likely to be interested in the displayed products. In addition to that, since marketers and customers come in direct contact with each other, the former can better understand the intensity of the needs of customers.

- **9.3.4 They help in gathering competitive intelligence.**

Exhibitions also display the products of competitors, which makes it easy to understand their benefits and features. This way, you can also meet the employees of competitor companies and learn about their marketing and promotional plans.

- **9.3.5 They help in introducing new products and services in the market.**

Finally, exhibitions are a great place to get the feedback of customers on the latest products. It also helps companies understand how their products are performing as compared to the products of competitors.

9.4 IMPORTANCE OF FASHION EXHIBITION

Organizing fashion exhibitions is quite beneficial to businesses. Trade shows and exhibitions, unlike other kinds of marketing activities, provide companies with a wide platform to display their products and services as well as share their key message to an audience that is much more receptive and interested. Participating in exhibitions can help brands meet and interact with customers who look for deals. Hence, they can get more leads and make more sales with time.



Fig.3 Fashion exhibition

Following are some of the reasons why fashion exhibitions are so important to brands:

9.4.1 Face-To-Face Interaction

When it comes to promoting or marketing your business, the masterstroke is networking. Nothing is better than personally connecting with your audience. If you only use emails and cold calling, they will likely be ignored. In such a situation, face-to-face interaction makes a massive difference. It helps to stand out from the competition and appeal to the target audience with the right approach.

9.4.2 Build Brand Proximity

Participating in exhibitions is also a great idea because it helps in creating brand relevance and building brand proximity. Brands must exhibit their products and services at industry events to generate awareness and raise their brand value. Understanding the importance of exhibition shows can help boost sponsorship and advertising opportunities. Brands can also use appealing and engaging exhibition stands so that the target audience can come near them and engage with the brand directly. This helps them develop a familiarity with a brand and connect with it automatically. Moreover, this proximity also benefits brands since they are able to understand their target audience and their requirements much better.

9.4.3 Much Better Than Cold Calling

High-ranking professionals and businesspersons tend to be immersed in work during office hours when they are suddenly startled by phone calls from salespersons. This not just brings them off track, but they also lose their concentration over something trivial. Fashion exhibitions are, therefore, a much better form of advertising than annoying emails and cold calling.

9.4.4 Attendees of an Exhibition Are In the Right Frame Of Mind Throughout

Finally, as opposed to cold calling and emails, visitors of a fashion exhibition usually attend the show in the right mind frame. This is a significant reason why exhibition shows and their importance is so stressed by marketers. During a sales cycle, brands mostly need to spend time qualifying themselves and initiating contact. However, in an exhibition show, all these steps are already taken care of because only the interested people will attend the show and approach the exhibition stand. Hence, companies can capture their audience's attention with their exhibition stands to help them understand your brand message and products & services effectively.

Check Your Progress - I

1. What do you mean by an exhibition?

2. What is a fashion exhibition?

3. What is the importance of an exhibition?

4. Prepare a list of significant objectives of fashion exhibitions?

9.5 ELEMENTS OF FASHION EXHIBITION

Fashion exhibitions are events that need proper planning and execution to make sure they fulfill their aim and are a success. They help brands showcase themselves as experts in their field and for them to raise awareness about their products and/or services.

Following are some of the main elements of a fashion exhibition that help brands make their mark in the fashion industry:

9.5.1 Exhibition Stand

Exhibition stands are an essential part of a fashion exhibition. They are usually designed with graphics, pull-ups, display panels, pop-ups, screens, point of sale, internet access, flyers, special offers, promotional merchandise, brochure stands, and exhibition uniforms.

These minor elements make a huge difference as they help attract the attention of the visitors and appeal to their sensibilities and interests.

9.5.2 Exhibition Advert

Exhibition adverts usually form a part of the exhibition guide. Experts professionally design them as they help raise brand awareness.

9.5.3 Social Media

Social media is an integral part of any fashion exhibition. Media campaigns help in broadcasting the show and reaching a broader audience. This engagement boosts the number of followers, leading to more leads.

9.5.4 Invitations

Invitations are another vital element as they help in adding intricate details to the show. It includes email signatures, and these invitations are sent out to prospects and customers as the event draws closer.



Fig. 4 Invitation for an exhibition Fig. 5 Invitation for an exhibition

9.5.5 Staff

The staff of an event is also essential as it helps in the execution stage of the event. It is vital to choose the right team or individuals for the stands and the selected staff must be briefed about the day's plans, key clients, point messages, objectives, etc.

9.5.6 Interactive Mechanisms & Engaging Visuals

Visitors tend to be stimulated by visual treats. Hence, fashion exhibitions usually contain engaging visuals and interactive mechanisms.

9.5.7 Free Samples Or Promotional Merchandise

Promotional freebies and free merchandise is another crucial part of a fashion exhibition. They help customers try the products on display and make a buying decision sooner rather than later.

9.5.8 Products

Finally, products are the highlight of any fashion exhibition. Brands showcase their latest products at these exhibitions to appeal to visitors and obtain leads.



Fig. 6 Display of Textile products at exhibition at Ahmedabad haat

9.6 How to plan and organize a successful fashion exhibition?

Fashion exhibitions have become quite popular among brands in recent times as they help enhance the impression of a brand in the eyes of the audience. When a fashion exhibition is planned and executed properly, it can prove to be a success for an enterprise. These fashion exhibitions have lately proved to be a great tool to spread awareness about a particular brand and increase their visibility in the industry. This, in turn, helps companies to get the right leads and make sales in the future.

Mentioned below are some ways brands can plan a successful fashion exhibition:

9.6.1 Planning

One of the first and foremost imperatives to any successful fashion exhibition is careful planning. If a brand fails to plan an event, the execution part will fail too. Meticulous planning is a key to developing a successful event. In order to do that, brands must correctly identify the objectives and aims they seek through a fashion exhibition to receive maximum results. The layout of the exhibition should plan and design according to all aspects. Appropriate planning of a layout leads towards smooth execution and functioning of the event.

9.6.2 Fund Utilization & Budget

Exhibition management, as with any significant event, costs valuable resources and money. Most fashion brands strive to organize premium events without straining their pockets too much. It is important to achieve the event aims within your budget and the resources you have to ensure a favorable outcome of the fashion exhibition.

9.6.3 Venue

The venue you select for the exhibition is another crucial factor that determines the success of an event. Make sure that the target audience and guests can easily access the event location. Brands must also pay close attention to what the chosen venue represents. This means that you can select an opulent venue to showcase a glamorous exhibition or choose a less flashy one that helps you make a decent impression.

9.6.4 Marketing

Another important thing that boosts a fashion exhibition is the marketing efforts of the hosting company. Brands must publicize their events to ensure that the right people attend them. This area of event planning must be planned immaculately, and brands should also communicate with exhibitors or visitors in this process. This is because visitors generally seek assurance that the exhibition will add value to their lives. The exhibitors need to be convinced that there will be purchases at the exhibition by the visitors.



Fig. 7 A booth displaying apparels at the exhibition

9.6.5 Booths

Booths say quite a bit about the overall feel and look of an exhibition. This is why it is essential to focus on the exhibition booth and ensure that it is classy and informative. This will help in holding and capturing the attention of the attendees. Fashion exhibition planners provide clients with customized booths that address their specific and unique needs.

9.6.6 Social Media

Finally, the 21st century is primarily dominated by social media. Hence, it is important to promote your event using this platform in addition to other traditional marketing forms such as word-of-mouth publicity, fliers, pamphlets, mail invites, banners, posters, and much more. It is important to make the most of social media's reach and scope as it helps generate interest and awareness regarding a business.

9.7 LAYOUT OF FASHION EXHIBITION

The layout is the appropriate arrangement of vital elements to make the design viable. It is important to plan and execute the layout in such a manner that it communicates the message of an event smoothly. The layout for the fashion exhibition should be designed in a way that it can properly arrange all the stalls and booths and the exhibitors can display their products suitably.

A fashion exhibition layout is the arrangement of entry, exit, stalls and booths, stage, food court, hoardings and banners, changing room, etc.

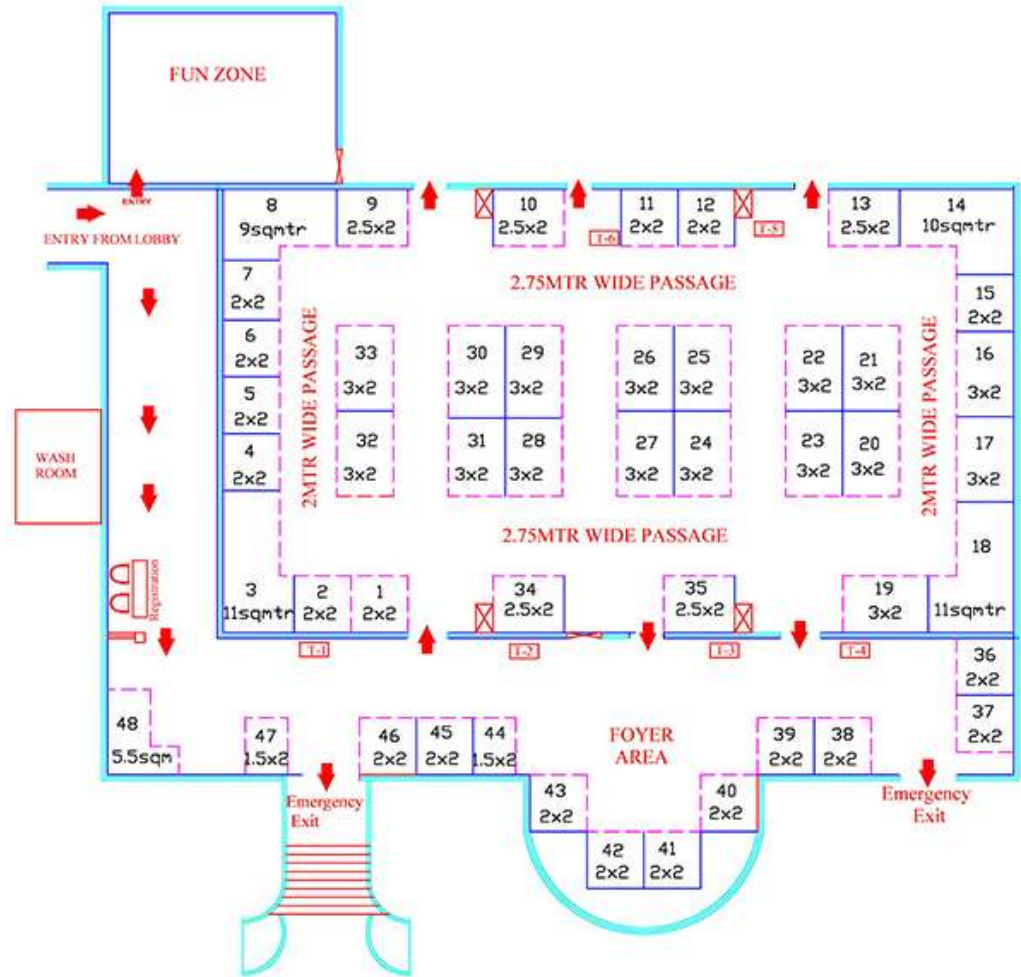


Fig. 8 layout of an exhibition

A fashion exhibition layout planning requires paying attention to various elements that can affect the event. Following are some of the criteria that should be considered for the fashion exhibition layout.

- The entry and exit should be placed appropriately
- All the stalls should be enough spacious
- Proper arrangement and facilities of racks, stands, and dummies as per the requirement of exhibitors should be there. There should be enough space in the stalls to install these items.
- There should be enough space for the customers as a walkway
- The displays and banners should be accurately placed
- There should be the facility of changing room and restroom
- Food courts should be at appropriate place
- The arrangement of lights, fan/AC, chairs, tables, etc., should be there.
- The layout should have space to accommodate all the people like exhibitors, exhibition coordinators, exhibition organizers,

managers, housekeeping staff, helpers, and the guests and customers.

- If the event is enormous, then the layout should consider the space arrangement for the photographers, videographers, and media.



Fig. 9 Visitor walkway space between exhibition stalls

Check Your Progress - II

5. What are the essential elements of fashion exhibitions?

6. How to plan and organize a successful fashion exhibition?

7. What are the essential criteria for fashion exhibition layout?

Multiple Choice Questions

1. The number of exhibitions, visitors, and exhibitors has been consistently _____ with time.
 - a) Growing
 - b) Reducing
 - c) Both (a) and (b)
 - d) None of the above

2. Using exhibitions as a _____ tool, they can take their businesses to new heights.
 - a) Designing
 - b) Production
 - c) Marketing
 - d) None of the above

3. Customers who attend exhibitions of a particular brand are usually interested in their products because attending an exhibition takes both _____ and money.
 - a) Effort
 - b) Time
 - c) Ticket
 - d) None of the above

4. Exhibitions are a great place to get the _____ of customers on the latest products.
 - a) Data
 - b) Information
 - c) Likes
 - d) Feedback

5. The 21st century is primarily dominated by _____ as an important platform for promotion of the products or services.
 - a) Television
 - b) Newspapers
 - c) Flyers
 - d) Social media

6. The event _____ should be easily accessed by the target audience and guests.
 - a) Location
 - b) Budget
 - c) Invitations
 - d) None of the above

9.8 LET US SUM UP

An exhibition is a powerful promotional tool that is widely used in all kinds of industries to bring sellers, their competitors, and buyers together in a commercial setting. Customers who attend exhibitions of a particular brand are usually interested in their products because attending an exhibition takes both time and money.

Fashion exhibitions are displays in which the latest fashion trends are exhibited for potential customers and collaborations. This marketing tool is a great idea as it helps companies and brands to showcase their work in the most attractive manner possible to attract the attention of the attendees.

Organizing fashion exhibitions is quite beneficial to businesses. Following are some of the reasons why fashion exhibitions are so important to brands:

- Face to face interaction
- Build brand proximity
- Much better than cold calling
- Attendees of an exhibition are in the right frame of mind throughout.

Organizing fashion exhibitions is quite beneficial to businesses. Trade shows and exhibitions, unlike other kinds of marketing activities, provide companies with a wide platform to display their products and services as well as share their key message to an audience that is much more receptive and interested. The following key points justify the importance of organizing fashion exhibitions.

- They are the perfect platforms to reach audiences with distinct interests.
- They help in creating awareness of the brand and developing relationships with prospective customers.
- Exhibitions help in determining and stimulating the needs of customers.
- They help in gathering competitive intelligence.
- They help in introducing new products and services in the market.

The layout for the fashion exhibition should be designed to arrange all the stalls and booths properly, and the exhibitors can display their products suitably.

A fashion exhibition layout is the arrangement of entry, exit, stalls and booths, stage, food court, hoardings and banners, changing room, etc.

An accurate planned as well as a well-executed exhibition with banners, well-designed booths, and eye-catching posters add credibility to a brand. Companies can also include promotional items and giveaways to make for a successful fashion exhibition.

9.9 KEYWORDS

Accommodate	(of a building or other area) provide lodging or sufficient space for
Advert	advertisement
Affair	an event or sequence of occurrences of a specified kind or that has previously been referred to
Appeal	make a serious, urgent, or heartfelt request
Archive	a collection of historical documents or records providing information about a place, institution, or group of people; place or store (something) in an archive
Credibility	the quality of being trusted and believed in; the quality of being convincing or believable
Distinct	different; different in nature from something else of a similar type
Enhance	intensify, increase, or further improve the quality, value, or extent of
Exhibition	a public display of works of art or items of interest, held in an art gallery or museum or at a trade fair; a show or demonstration of a skill
Exhibitor	a person who displays works of art or other items of interest at an exhibition
Integral	necessary to make a whole complete; essential or fundamental
Museology	the practice of organizing, arranging, and managing museums
Noteworthy	worth paying attention to; interesting or significant
Scholarly	involving or relating to severe academic study; having or showing knowledge, learning, or devotion to academic pursuits
Venue	the place where something happens, especially an organized event such as a concert, conference, or sports competition.
Viable	capable of working successfully; feasible
Visibility	the state of being able to see or be seen; the degree to which something has attracted general attention
Vital	absolutely necessary; essential

9.10 SUGGESTED BOOKS

- The Fundamentals of Fashion Management - Susan Dillon - 2018 - Bloomsbury Publishing
- The Real World Guide to Fashion Selling and Management - Gerald J. Sherman, Sar Perlman - 2014
- Event Planning and Management: Principles, Planning, and Practice - Ruth Dawson, David Basset - 2018 Second Edition - Kogan page limited
- Event Planning - Judy Allen - Wiley India Edition - Second Edition
- Fabric of Fashion - Museum of Fine Arts, Houston, Elizabeth A. Coleman - 1994 - Museum of Fine Arts

Sources of Images

- Fig. 1 ingujarat.net
Fig. 2 indiamart.com
Fig. 3 Sewport.com
Fig. 4 hilifeexhibition
Fig. 5 hyderabad.com
Fig. 6 ahmedabadhaat
Fig. 7 brandloom.com
Fig. 8 Sonandshine.com
Fig. 9 Indian International Garment Fair/Twitter

Answers

Check Your Progress - I

1. An exhibition is a powerful promotional tool that is widely used in all kinds of industries to bring sellers, their competitors, and buyers together in a commercial setting. Customers who attend exhibitions of a particular brand are usually interested in their products because attending an exhibition takes both time and money.

2. Fashion exhibitions are displays where the latest fashion trends are exhibited for potential customers and collaborations. This marketing tool is an excellent idea as it helps companies and brands to showcase their work in the most attractive manner possible to attract the attention of the attendees. As a result, they can increase awareness about their brands and highlight their latest products or services for future sales. In addition to that, when the work of a fashion designer is exhibited in a museum or at any other venue, it becomes a part of the visitors' cultural experience.

3. Organizing fashion exhibitions is pretty beneficial to businesses. Following are some of the reasons why fashion exhibitions are so important to brands:

- Face to face interaction
- Build brand proximity

- Much better than cold calling
 - Attendees of an exhibition are in the right frame of mind throughout.
4. Following are some of the essential objectives of exhibitions:
- They are the perfect platforms to reach audiences with distinct interests.
 - They help in creating awareness of the brand and developing relationships with prospective customers.
 - Exhibitions help in determining and stimulating the needs of customers.
 - They help in gathering competitive intelligence.
 - They help in introducing new products and services in the market.

Answers - Check Your Progress - II

5. Fashion exhibitions are events that need proper planning and execution to make sure they fulfill their aim and are a success. They help brands showcase themselves as experts in their field and for them to raise awareness about their products or services. Following are some of the main elements of a fashion exhibition that help brands make their mark in the fashion industry:

- Exhibition stand
- Exhibition advert
- Social media
- Invitations
- Staff
- Interactive Mechanisms & Engaging Visuals
- Free Samples Or Promotional Merchandise
- Products

6. Fashion exhibitions have become quite popular among brands in recent times as they help enhance the impression of a brand in the eyes of the audience. When a fashion exhibition is planned and executed properly, it can prove to be a success for an enterprise. These fashion exhibitions have lately proved to be a great tool to spread awareness about a particular brand and increase their visibility in the industry. This, in turn, helps companies to get the right leads and make sales in the future. Mentioned below are some ways brands can plan a successful fashion exhibition:

- Planning
- Fund Utilization & Budget
- Venue
- Marketing
- Booths
- Social media

7. A fashion exhibition layout planning requires paying attention to various elements that can affect the event. Following are some of the criteria that should be considered for the fashion exhibition layout.

- The entry and exit should be placed appropriately
- All the stalls should be enough spacious
- Proper arrangement and facilities of racks, stands, and dummies as per the requirement of exhibitors should be there. There should be enough space in the stalls to install these items.
- There should be enough space for the customers as a walkway
- The displays and banners should be accurately placed
- There should be the facility of changing room and restroom
- Food courts should be at appropriate place
- The arrangement of lights, fan/AC, chairs, tables, etc., should be there.
- The layout should have space to accommodate all the people like exhibitors, exhibition coordinators, exhibition organizers, managers, housekeeping staff, helpers, and the guests and customers.
- If the event is huge, then the layout should consider the space arrangement for the photographers, videographers, and media.

Answers – Multiple Choice Questions

1. a) Growing
2. c) Marketing
3. b) Time
4. d) Feedback
5. d) Social media
6. a) Location

UNIT : 10**FASHION TRADE SHOW****: STRUCTURE:****10.0 Objectives****10.1 Introduction****10.2 What is a Trade Show?****10.3 Characteristics of a Fashion Trade Show****10.4 Key Elements of a Fashion Trade Show****Check Your Progress - I****10.5 Types of Trade Show Booths****10.6 Indian Fashion Trade Shows****10.7 Top International Fashion Trade Shows****Check Your Progress - II****Multiple Choice Questions****10.8 Let Us Sum Up****10.9 Keywords****10.10 Suggested Books****Answers**

10.0 OBJECTIVES

After studying this unit, the student will be able to:

- understand the terms trade show and fashion trade show;
- get information regarding various characteristics of a fashion trade show;
- understand the importance of the key elements of a fashion trade show;
- know about different types of trade show booths;
- understand different types of Indian and top international fashion trade shows.

10.1 INTRODUCTION

Trade shows are an important part of the fashion industry. They bring people from the industry and fashion enthusiasts together in one setting to demonstrate, discuss and display the latest products and

creations. These trade shows are organized to attract buyers to their materials and products. It works just like a traditional market where a merchant or shop owner displays his/her wares for customers. The preparation and organization of these shows consist of many important steps to ensure that they turn out to be a success for a specific brand.

Fashion trade shows have become quite popular in recent times, and their organization is a trending topic at the moment. That said, before understanding how the organization of fashion trade shows works, it is important to understand the basics. This includes the definition of trade shows, their characteristics and key elements, types of trade show booths, and top fashion trade shows.

In this unit, you will learn about fashion trade shows and get information about the importance of trade shows and their different types. After this unit, you will be able to differentiate between the main types of trade shows and the various fashion trade shows in India.

10.2 WHAT IS A TRADE SHOW?

10.2.1 What Is A Trade Show?

A trade show can be defined as an exhibition event where companies and brands come together to show off or demonstrate their latest products and services to similar businesses in the industry and members of the trade. They are essentially viewing windows that allow companies to get an advantage over the rivalry. These events are usually not meant for the general public and are attended by industry members only. Attendees get access to the newest features, latest technologies, valuable insights, and special pricing. They also get the time and necessary platform to build relationships, create awareness about their brand, gain leads, close deals and engage with the media.

Trade shows consist of a number of elements and activities such as workshops, speaker presentations, media and press opportunities, breakout sessions, targeted exhibition events, award ceremonies, and networking events.



Fig. 1 Fashion trade show

10.2.2 What Is A Fashion Trade Show?

Fashion trade shows are basically trade shows that take place within the fashion industry. Just like traditional trade shows, fashion trade shows are also not open to the public. Only press organizations and company representatives are given access to these exclusive events. Fashion trade shows are events where brand owners and fashion designers display their latest fashion trends and creations to retailers and potential clients. These special events are held across the globe.

Fashion trade shows are a great idea as they allow brands to choose their business partners as well as gain recognition in the industry. It also gives them assistance over their competitors as they are able to show off their talent and newest designs in the most attractive manner possible. Moreover, since these events are usually attended by members of the press, brands end up getting some good marketing and advertising of their latest products.

10.3 CHARACTERISTICS OF A FASHION TRADE SHOW

One of the key objectives of fashion trade shows is to make a brand more noticeable and to create awareness about the brand and its products and/or services. The impact of a fashion trade show can be estimated by comparing and counting the attendees at these events. When it comes to the promotion of trade shows, the total impressions and booth attendance are often taken into consideration to understand the success of an event. Apart from these exhibitors that are used to judge and analyze trade shows, some other criteria play an equally important role.

Fashion trade shows have a number of characteristics, and their size is a strong feature that cannot be neglected. In the case of fashion trade shows, it is important to remember that bigger is not always the better option. In fact, newer businesses can get noticed and can find plenty of opportunities at smaller events as it gives them a chance to network and display their latest products attractively.

Following are some of the main characteristics of a fashion trade show:

10.3.1 Affordability

The cost or budget of a fashion trade show is an important characteristic of the event. It includes the price of electronics, hotels, participation, and booth space to determine the number of attendees and predict the outcome of the show.

10.3.2 Floor Planning & Booth Space

This is another vital characteristic of a trade show. Businesses usually look for enough space to showcase their products. Good venue and location, as well as adequate floor planning, are also important to make the best out of a trade show.

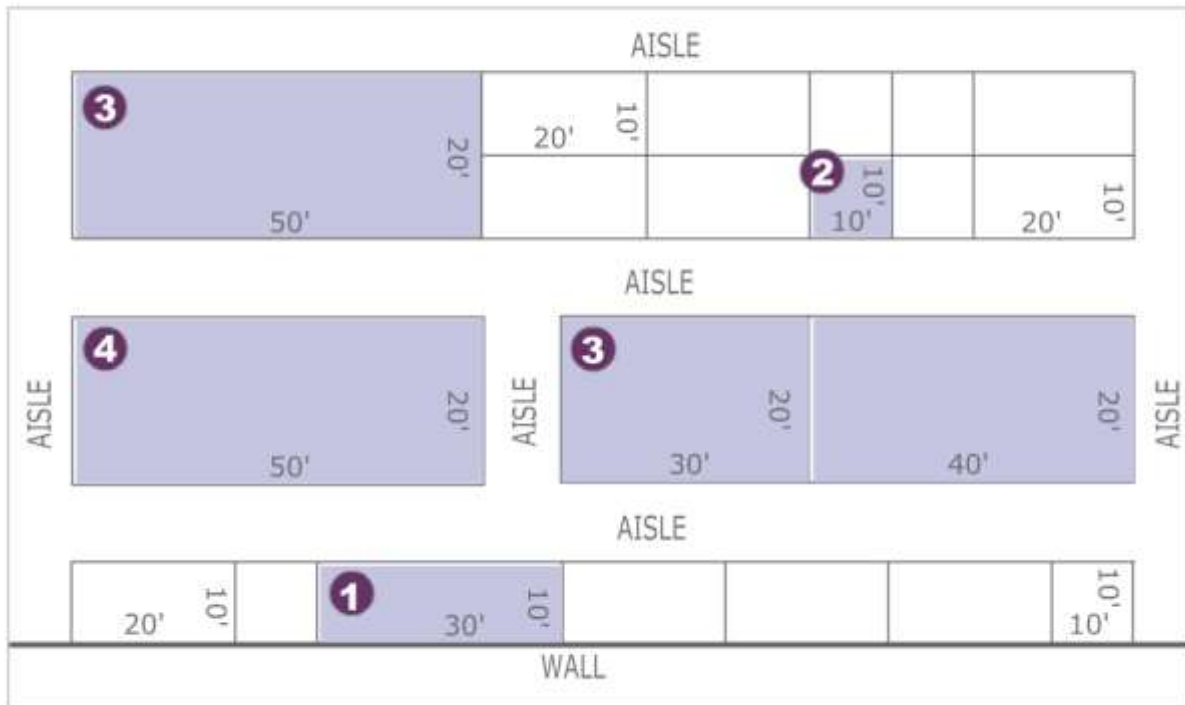


Fig.2 Layout of a trade show display booths - floor planning and booth space

10.3.3 Event Coverage & Broad Media Relations

Finally, potential companies are attracted to trade shows, thanks to a sufficient amount of media coverage. Promotion through local marketing, social media, and media outlets is a must to gather a good number of attendees and get the necessary attention to a fashion brand.

10.4 KEY ELEMENTS OF A FASHION TRADE SHOW

Fashion trade shows are a great platform that helps fashion designers and fashion brands showcase their newest products and services, thereby getting a leg up on the competition. Since these events are attended by the press and media giants, these brands get the much-needed publicity and advertising to get leads and make sales in the future.

Fashion trade shows have a lot of important elements that make them a success. Some of these key elements include:

10.4.1 Trade Show Booths

Trade show booths are one of the most important parts of any fashion trade show. It is important to prepare these booths well so that companies can make the most of the space to attract retailers and manufacturers. There are a number of booth types that brands can consider preparing, such as linear booths, perimeter booths, peninsula booths, and island booths. All these types of trade show booths have their own pros and cons. Hence, fashion designers must choose the style according to the products they wish to display to make sure that their booth does not become too crowded.



Fig. 3 D23 Expo 2011 - It's a Small World fashion booth

10.4.2 Booth Display Lighting

The display lighting of a booth is another crucial element of a fashion trade show. The correct lighting will entice the attendees to approach the booth and will encourage human interaction. Brands can be as creative as they want and choose anything from LED lights, moving lights, and neon signs to up lights. The idea is to catch the attention of the visitors walking by the booth.

10.4.3 Booth Display Walls

Similar to the lighting in booths, it is also important to maximize the potential of the booth walls to attract attention. This can include canopies, hanging signs, digital graphics, banners, logos, moving content, and much more.

10.4.4 Business Cards

Business cards are rightly called the first impression of a brand on a person. They are an important element of trade shows as they give brands a chance to introduce themselves to the attendees and market themselves in a super personalized manner.

10.4.5 Giveaways

Finally, no fashion trade show is complete without giveaways. It can include anything from key chains and flash drives to pens or other kinds of freebies connected to a brand.

This is just the tip of the iceberg when it comes to the elements of a fashion trade show. They consist of a number of other important parts such as company profiles, product samples, sign-up sheets, and much more.

Check Your Progress - I

1. What is a trade show?

2. What is a fashion trade show?

3. What are the characteristics of a fashion trade show?

4. Make a list of key elements of a fashion trade show.

5. What is the role of booth display lighting and walls at the trade show?

10.5 TYPES OF TRADE SHOW BOOTHS

Display booths are perhaps the most important parts of a fashion trade show. Some of the most important trade show booth types are as follows:

10.5.1 Linear Booths

Linear booths also known as in-line booths are usually arranged in a single straight line. This means that all the neighboring exhibitors come side by side. In this structure, one side of the display booth is completely exposed to the aisle, and the wall at the back is shared with other booths. Canopies and hanging signs are usually prohibited in these booths because exhibitors share walls with each other.

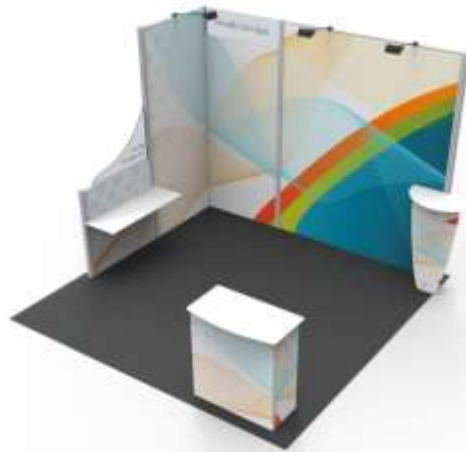


Fig.4 Linear Booth

10.5.2 Perimeter Booths

Another kind of trade show booth is a perimeter booth. These have similar dimensions to in-line booths. The only difference is that these booths do not back other exhibitors but a perimeter wall or an outside wall. These booths can be as high as 12 inches. Canopies and hanging signs are prohibited in these booths for the same reason.



Fig.5 Perimeter Booth

10.5.3 Peninsula Booths

Peninsula booths are open to the aisles on three sides and are much bigger in dimensions than linear and perimeter booths. These display booths have a back wall with advertisements and logos and offer a much larger scope of engagement than the earlier two booth types.



Fig.6 Peninsula Booth

10.5.4 Island Booths

Finally, island booths are named as such because of their layout that allows exhibitors to showcase their products to the attendees on all four sides. These booths are preferred by exhibitors because they can enjoy the maximum height and a lot of space to display their products in the most attractive way possible. Moreover, hanging sign ages and canopies are allowed in island booths.



Fig.7 Island Booth

10.6 INDIAN FASHION TRADE SHOWS

Indian fashion trade shows are held throughout the year, much like fashion trade shows in any other part of the world. These shows bring fashion designers, brands, retailers, and manufacturers together under one roof where members of the fashion industry get the chance to demonstrate their newest products and services. The attendees of these events usually wear business casual attire, and these shows tend to evolve year after year.

With the world currently struggling with the COVID-19 pandemic, these shows are currently being held virtually. In most cases, Indian fashion trade shows are made possible with the help of facilitators who rent out exhibition halls. In these venues, fashion designers display their latest creations. The location of these trade shows is selected carefully, and designers put up a fight to get the best booth locations for the best exposure. These fashion events take place in the country multiple

times a year, which gives designers the right platform to show off their talent and their most recent work.

Fashion trade shows enable brands to choose the best business partners and gain recognition for their work in the fashion industry. This is done at a convenient location and is attended by Indian retailers as they rely on these events for apparel sourcing. Therefore, regardless of whether Indian fashion brands focus on children’s apparel, contemporary apparel, or anything else, trade shows are the best place for them to get help over the competitiveness and make a name for themselves in the industry.

10.7 TOP INTERNATIONAL FASHION TRADE SHOWS

Fashion trade shows are the best places for a fashion brand to exhibit its latest designs and creations for the attendees. It gives them the opportunity to showcase their work in the most attractive way possible and get media coverage for the same.



Fig.8 International fashion trade show

Fashion trade shows take place across the globe, and just like any other events, there are some trade shows that have gained a lot of fame and recognition over the years. These events are much-awaited each year as they display the best work of reputed fashion designers worldwide. Some of the top fashion trade shows that take place around the world are as follows:

10.7.1 Pulse

Pulse is a huge trade show in the United Kingdom when it comes to staying up-to-date with trends. For brands that create designs that are trendy and “now,” Pulse is a great trade show to showcase their work. In this fashion trade show, attendees can expect several stocked independent boutiques and countless buyers looking to fill their stores with the latest trends for the upcoming season.

10.7.2 Premiere Vision

Premiere Vision is a much sought-after trade show in Europe. It is held in the fashion capital of France - Paris. This trade show is a must-see for all fashion brands and designers. This event brings together the best of fabrics, specialists, and manufacturing from denim to sportswear. It is a great place to network and enhance one’s professional circle.

10.7.3 Agenda

Agenda is an American fashion trade show that takes place in Las Vegas. It is held at the World Market Centre, and the event attracts exhibitors from more than 1000 international brands. These brands display their fashion and accessories for the new season. Agenda is known for its stunning creative diversity.

10.7.4 Coterie

Coterie is another American fashion trade show that is held in New York City. This trade show brings together suppliers and professionals in women’s accessories, footwear, and apparel. This event hosts both vintage and ready-to-wear exhibitors.



Fig.9 Coterie fashion trade show

10.7.5 Metro Show

Metro Show is a Canadian fashion trade show that is held in Vancouver four times every year. It displays apparel, footwear, and the latest accessories from countless reputed and emerging brands. This show is considered to be the ultimate platform for buyers and owners to find the next big thing.

10.7.6 Ego Expo Australia

Finally, Ego Expo Australia focuses on lifestyle brands and street wear fashion. It showcases everything from street art and music to footwear and fashion. Ego Expo Australia can best be termed as the perfect combination of a traditional show and urban street culture.



Fig.10 Ego Expo Australia

Check Your Progress - II

6. What are the different types of display booths?

7. Explain linear and perimeter booths.

8. What is the role of Indian fashion trade shows?

9. What are the different types of international fashion trade shows?

Multiple Choice Questions

1. _____ booths are also known as in-line booths.

- a) Linear
- b) Perimeter
- c) Peninsula
- d) Island

2. _____ is an American fashion trade show that takes place in Las Vegas.

- a) Pulse
- b) Premiere Vision
- c) Agenda
- d) Metro Show

3. Canopies and hanging signs are usually prohibited in _____ booths.

- a) Linear
- b) Perimeter
- c) both (a) and (b)
- d) None of the above

4. _____ is best termed as the perfect combination of a traditional show and urban street culture.

- a) Coterie
- b) Pulse
- c) Premiere Vision
- d) Ego Expo Australia

5. The layout of _____ booths allows exhibitors to showcase their products to the attendees on all four sides.

- a) Peninsula
- b) Island
- c) Linear
- d) Perimeter

10.8 LET US SUM UP

Trade shows are an important part of the fashion industry. They bring people from the industry and fashion enthusiasts together in one setting to demonstrate, discuss and display the latest products and creations. Fashion trade shows are a great idea as they allow brands to choose their business partners as well as gain recognition in the industry.

When it comes to the promotion of trade shows, the total impressions and booth attendance are often taken into consideration to understand the success of an event. Following are some of the main characteristics of a fashion trade show:

- Affordability
- Floor Planning & Booth Space
- Event Coverage & Broad Media Relations

Fashion trade shows have a lot of important elements that make them a success. Some of these key elements include:

- Trade Show Booths
- Booth Display Lighting
- Booth Display walls
- Business cards
- Giveaways

Trade show booths are one of the most important parts of any fashion trade show. It helps in attracting more number of attendees to the booth. Various types of booths are given below.

- Linear
- Perimeter
- Peninsula
- Island

Indian fashion trade shows are held throughout the year, much like fashion trade shows in any other part of the world. Fashion trade shows enable brands to choose the best business partners and gain recognition for their work in the fashion industry. This is done at a convenient location and is attended by Indian retailers as they rely on these events for apparel sourcing.

Fashion trade shows take place across the globe, and just like any other events, there are some trade shows that have gained a lot of fame and recognition over the years. Some of the top international fashion trade shows are as follows.

- Pulse
- Premiere Vision
- Agenda
- Coterie
- Metro Show
- Ego Expo Australia

10.9 KEYWORDS

Access	the means or opportunity to approach or enter a place
Aisle	a passageway between rows of display booths
Assistance	the action of helping someone by sharing work
Booth	a small temporary tent or structure at a market, fair, or exhibition, used for selling goods, providing information, or staging shows
Canopy	an ornamental cloth covering hung or held up over something
Demonstrate	give a practical exhibition and explanation of (how a machine, skill, or craft works or is performed)
Entice	attract or tempt by offering pleasure or advantage
Enthusiast	a person who is very interested in a particular activity or subject
Exclusive	restricted to the person, group, or area concerned
Globe	the earth or the world
Outcome	end result or the way a thing turns out; a consequence
Plenty	a large or sufficient amount or quantity; more than enough
Predict	say or estimate that (a specified thing) will happen in the future or will be a consequence of something
Recognition	identification of someone or something; acknowledgement of the existence
Rely on	depend on with full trust or confidence
Trade	the action of buying and selling goods and services; exchange (something) for something else, typically as a commercial transaction
Ware	articles offered for sale

10.10 SUGGESTED BOOKS

- The Role of the Sales Process at Trade Shows - Gert Antonie Petrus Drotsky - 2016 - University of Pretoria
- How to Design a "wow!" Trade Show Booth Without Spending a Fortune - Steve A. Miller, Robert Sjoquist - 2002 - HiKelly Productions
- Trade Shows In The Globalizing Knowledge Economy - Harald Bathelt, Francesca Golfetto, Diego Rinallo - 2014 - Oxford University Press
- Expositions and Trade Shows - Deborah Robbe - 2000 -
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Fig.10 egoexpo.com.au

Answers

Check Your Progress - I

1. A trade show can be defined as an exhibition event where companies and brands come together to show off or demonstrate their latest products and services to similar businesses in the industry and members of the trade. They are essentially viewing windows that allow companies to get an advantage over the rivalry. These events are usually not meant for the general public and are attended by industry members only. Attendees get access to the newest features, latest technologies, valuable insights, and special pricing. They also get the time and necessary platform to build relationships, create awareness about their brand, gain leads, close deals and engage with the media.

2. Fashion trade shows are basically trade shows that take place within the fashion industry. Just like traditional trade shows, fashion trade shows are also not open to the public. Only press organizations and company representatives are given access to these exclusive events. Fashion trade shows are events where brand owners and fashion designers display their latest fashion trends and creations to retailers and potential clients. These special events are held across the globe.

3. Fashion trade shows have a number of characteristics, and their size is a strong feature that cannot be neglected. In the case of fashion trade shows, it is important to remember that bigger is not always the better option. Following are some of the main characteristics of a fashion trade show:

- **Affordability**

The cost or budget of a fashion trade show is an important characteristic of the event. It includes the price of electronics, hotels, participation, and booth space to determine the number of attendees and predict the outcome of the show.

- **Floor Planning & Booth Space**

This is another vital characteristic of a trade show. Businesses usually look for enough space to showcase their products. Good venue and location, as well as adequate floor planning, are also important to make the best out of a trade show.

- **Event Coverage & Broad Media Relations**

Potential companies are attracted to trade shows, thanks to a sufficient amount of media coverage. Promotion through local marketing, social media, and media outlets is a must to gather a good number of attendees and get the necessary attention to a fashion brand.

4. Fashion trade shows have a lot of important elements that make them a success. Some of these key elements include:

- Trade Show Booths
- Booth Display Lighting
- Booth Display walls
- Business cards
- Giveaways

5. Booth display lighting and walls play a crucial role in fashion trade shows. The correct lighting will entice the attendees to approach the booth and will encourage human interaction. Brands can be as creative as they want and choose anything from LED lights, moving lights, and neon signs to up lights. The idea is to catch the attention of the visitors walking by the booth.

Similar to the lighting in booths, it is also important to maximize the potential of the booth walls to attract attention. This can include canopies, hanging signs, digital graphics, banners, logos, moving content, and much more. Thus, booth display lighting and walls play an important role to attract more attendees.

Answers - Check Your Progress - II

6. Trade show booths are one of the most important parts of any fashion trade show. It is important to prepare these booths well so that companies can make the most of the space to attract retailers and manufacturers. The various types of trade display booths are as follows.

- Linear
- Perimeter
- Peninsula
- Island

7. Display booths are the most important parts of a fashion trade show. Linear and perimeter booth types are as follows:

- **Linear Booths**

Linear booths also known as in-line booths are usually arranged in a single straight line. This means that all the neighboring exhibitors come side by side. In this structure, one side of the display booth is completely exposed to the aisle, and the wall at the back is shared with other booths. Canopies and hanging signs are usually prohibited in these booths because exhibitors share walls with each other.

- **Perimeter Booths**

Another kind of trade show booth is a perimeter booth. These have similar dimensions to in-line booths. The only difference is that these booths do not back other exhibitors but a perimeter wall or an outside wall. These booths can be as high as 12 inches. Canopies and hanging signs are prohibited in these booths for the same reason.

8. Indian fashion trade shows are held throughout the year, much like fashion trade shows in any other part of the world. These shows play a crucial role in the industry. It brings fashion designers, brands, retailers, and manufacturers together under one roof where members of the fashion industry get the chance to demonstrate their newest products and services. Fashion trade shows enable brands to choose the best business partners and gain recognition for their work in the fashion industry. This is done at a convenient location and is attended by Indian retailers as they rely on these events for apparel sourcing.

9. Fashion trade shows take place across the globe, and just like any other events, there are some trade shows that have gained a lot of fame and recognition over the years. These events are much-awaited each year as they display the best work of reputed fashion designers worldwide. Some of the top fashion trade shows that take place around the world are as follows:

Pulse

Pulse is a huge trade show in the United Kingdom when it comes to staying up-to-date with trends. For brands that create designs that are trendy and “now,” Pulse is a great trade show to showcase their work.

Premiere Vision

Premiere Vision is a much sought-after trade show in Europe. It is held in the fashion capital of France - Paris. This event brings together the best of fabrics, specialists, and manufacturing from denim to sportswear.

Agenda

Agenda is an American fashion trade show that takes place in Las Vegas. It is held at the World Market Centre, and the event attracts exhibitors from more than 1000 international brands

Coterie

Coterie is another American fashion trade show that is held in New York City. This trade show brings together suppliers and professionals in women’s accessories, footwear, and apparel.

Metro Show

Metro Show is a Canadian fashion trade show that is held in Vancouver four times every year. It displays apparel, footwear, and the latest accessories from countless reputed and emerging brands

Ego Expo Australia

Ego Expo Australia focuses on lifestyle brands and street wear fashion. It showcases everything from street art and music to footwear and fashion.

Answers – Multiple Choice Questions

1. a) Linear
2. c) Agenda
3. c) both (a) and (b)
4. d) Ego Expo Australia
5. b) Island

: STRUCTURE:**11.0 Objectives****11.1 Introduction****11.2 Definition****11.3 What is Communication?****11.4 Forms of Essential Communication****11.5 Methods of Communication****11.6 Importance of Communication in the Fashion Industry****11.7 Specific Approaches to Effective Communication****Check Your Progress****Multiple Choice Questions****11.8 Let Us Sum Up****11.9 Keywords****11.10 Suggested Books****Answers**

11.0 OBJECTIVES

After studying this unit, the student will be able to:

- understand the term communication;
- know about types of communication.
- understand the importance of communication in the fashion industry;
- get information regarding specific approaches to effective communication.

11.1 INTRODUCTION

Business communication is an important part of any business or industry as it helps in the dissemination of information between individuals within a company as well as outside it. Like any other organizational tool, business communication or communication itself is the most effective way to reach organizational goals by way of interacting

with the management and employees. At the end of the day, business communication helps in reducing errors and improving corporate practices.

Like any other field, business communication is integral to the fashion industry. There are a number of forms and methods that are employed in companies for a seamless communication channel within the various departments of the company as well as the employees. The importance of communication in the fashion industry cannot be stressed enough.

This unit highlights all the important details of communication and business communication in the fashion industry. Besides learning the significance of communication in an organization, you will also learn some approaches that can be taken to make sure effective communication takes place within companies to minimize any scope of errors. By the end of this unit, you will know what communication is, its forms, methods, and significance in the field of fashion.

11.2 DEFINITION

There are several definitions of communication given by various authors as follows.

According to Louis Allen, “Communication is a bridge of meaning. It involves a systematic and continuous process of telling, listening, and understanding.”

According to John Adair, “Communication is essentially the ability of one person to make contact with another and make him / her understood.”

According to Keith Davis, “Communication is a process of passing information and understanding from one person to another.”

According to Peter Little, “Communication is a process by which information is transmitted between individuals and /or organizations so that an understanding response results.”

According to William Newman and Charles Summer, “Communication is an exchange of ideas, facts, opinions, or emotions of two or more persons.”

11.3 WHAT IS COMMUNICATION?

11.3.1 What Is Communication?

Communication is basically the act of transmitting information from one person, group, or place to another. All communication involves a sender, a recipient, and the message itself. Although it sounds like an easy task, communication can sometimes prove to be quite complex,

significantly because it depends on many external factors that can affect its transference. This includes the cultural situation or setup, emotions, location, and even the communication medium. This is precisely why employers seek effective communication skills from prospective employees to conduct accurate and unambiguous conversations at the workplace.



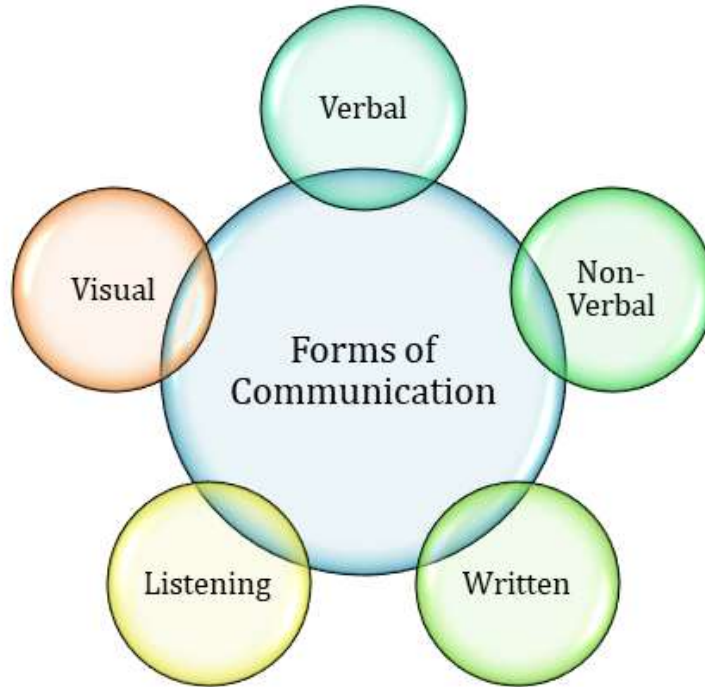
Fig. 1 Communication

11.3.2 What Is Business Communication?

Business communication comprises a consistent flow of information. It depends significantly on feedback since it takes place in large organizations and companies with several hierarchy levels and large working staff. Business communication is an effective tool to obtain feedback and avoid any kind of misunderstandings almost immediately. All companies and society at large should carry out effective communication between the superiors and subordinates to ensure the growth and success of an enterprise. No organization should have communication gaps as that can be a recipe for disaster. Since business communication depends on specific goals, organizations value this skill considerably for innovation and growth.

11.4 FORMS OF COMMUNICATION

When it comes to business communication or any kind of communication for that matter, people generally rely on five primary forms to convey a message to another person, place, or group. These forms are as follows:



11.4.1 Verbal Communication

The most basic form of communication is verbal, and it relies on individuals speaking to one another. It can take place over the telephone, via Zoom, Skype, or face-to-face. While some verbal communications are informal, others that take place in a business setup are formal and professional, such as scheduled meetings.

11.4.2 Non-Verbal Communication

Non-verbal communication comprises the usage of facial expressions, hand movements, eye contact, posture, and touch. For instance, during a budget meeting with the boss, it is crucial to be attentive to the words as well as the non-verbal communication, which might indicate something more.

11.4.3 Written Communication

Written communication is another much-used form of communication. It can comprise a number of things such as emails, reports, memos, tweets, Face book posts, and contracts. Written communication is an excellent way to share information with more than one person in a concise and clear manner.

11.4.4 Listening

Although listening is not regarded as a form of communication, it can often prove to be an effective way of communicating through active listening. For instance, listening can prove to be a good form of communication during business negotiations.

11.4.5 Visual Communication

Finally, visual communication is often used to convey a message using images and graphics. Advertisers often use this form of communication to sell ideas and products.

11.5 METHODS OF COMMUNICATION

Business communication usually takes place in the written or verbal form. Both these business form communications can take place either remotely or in person. While some prefer communicating with another person or group in person, others prefer sending and receiving the written word. Each method has its set of pros and cons. On the one hand, in-person business communication allows for reading the body language of another person. This helps in reducing errors and miscommunication. On the other hand, remote business communication has become the new norm in the business world as it enables the modern workforce to operate and work remotely.

Following are the most frequently used methods of communication:



11.5.1 Web-Based Communication: This comprises communication channels like instant messaging apps and emails.

11.5.2 Audio Conferencing & Telephones: Using these tools, individuals can run productive meetings, regardless of whether some participants are working remotely. It is a useful type of business communication as it allows for free-flowing exchange of ideas and thoughts as compared to written communication, where you cannot make out the speaker's tone of voice.



Fig.2 Audio conferencing

11.5.3 Video Conferencing: Video conferencing is regarded as the best way to carry out virtual meetings. It helps one see a person's body language and hear their tone of voice to understand the message better.



Fig.3 Video conferencing

11.5.4 Face-To-Face Meetings: According to research, in-person meetings allow for the generation of many more ideas than virtual meetings. This means that when participants get together in the same

room, the result is much more productive. However, with more and more modern businesses hiring remote employees across the world, the scenario might not be too feasible.

11.5.5 Files, Documents, and Presentations & Reports: Businesses can significantly reduce the scope for mistakes or confusion by having essential details and information in the written form. This information can be perused later for extra clarity and can even be shared by multiple groups of people.

11.5.6 Surveys: External customer surveys and internal employee surveys help businesses gather feedback and open up a new communication channel to improve upon existing business practices.

11.5.7 Customer Management Activities: These activities include the transfer of information through a Customer Relationship Management (CRM) system or live chat support, customer reviews, customer on boarding process, etc.

11.6 IMPORTANCE OF COMMUNICATION IN THE FASHION INDUSTRY

It cannot be denied that communication is an integral part of all kinds of industries and fields. It is also essential in the fashion industry, and its importance can be discussed better by dividing it into a few categories. Mentioned below in detail is precisely why communication is important in the fashion industry.

11.6.1 Presentation

When it comes to presenting your work and yourself, communication skills play an essential role. If an individual cannot confidently and correctly communicate, his / her talent won't be recognized or appreciated regardless of their skill or talent. Hence, the communication of talent is as essential as an individual's talent itself. Any good fashion designing and skill must come with an ability to showcase. A person's strong communication skills are the biggest strength in their portfolio that can impress visitors during the presentation. It is also noteworthy that it is important for individuals to market themselves well in order to score good jobs and internships.



Fig.4 Presentation of work

11.6.2 Networking

The fashion industry revolves around the very important function of networking. This process of networking is integral to the industry as it helps industry members associate themselves with the right people, connect with clients or customers and build contacts. In order to do any of these things, good communication skills are of paramount importance. The importance of communication has been elevated to a new level in the 21st century as virtual communication has permeated every aspect of the fashion industry.



Fig.5 Networking

Another major part of the fashion industry today is social media marketing. It holds a lot of power when it comes to sharing information with the masses and communicating with them. In order for any individual to find success in the field of fashion, it is crucial to make the most of fashion communication with prospective partners, employees, sponsors, and clients. Although virtual networking has become a considerable part of the fashion industry, manual networking is still considered the most effective tool. Direct communication is again a vital part of fashion exhibitions and events as it helps industry people network and builds contacts.

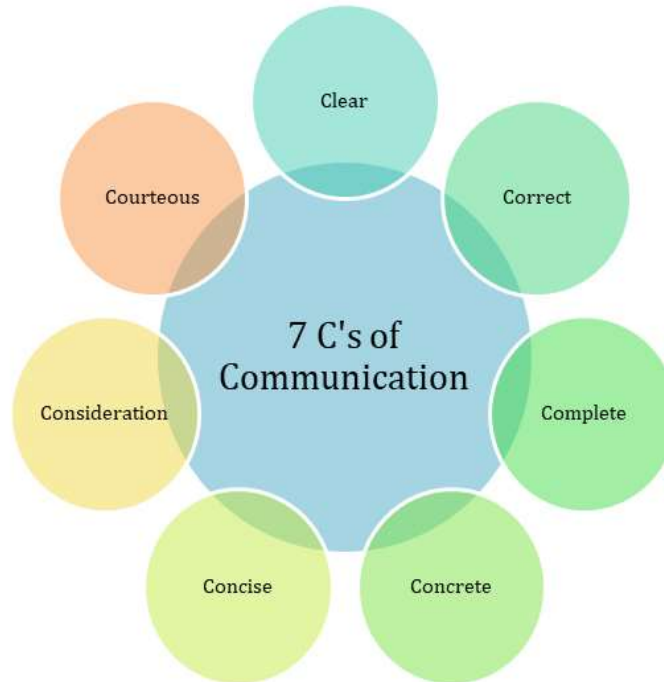
11.6.3 Fashion Communication

One of the essentials of the fashion industry is being fluent in fashion communication. This is, in fact, such an important skill required in the industry that it has become a whole discipline in fashion schools. It even comes with a formal curriculum and includes fashion communication and journalism to help train individuals in the best way to present their work designs.

11.7 SPECIFIC APPROACHES TO EFFECTIVE COMMUNICATION

Business communication is a necessary skill that individuals must have to be able to thrive in the fashion industry. Communication is not only needed to present one's work and to network and build contacts but also to communicate with a number of parties such as garment manufacturers, textile producers, fashion designers, textile designers, models, sponsors, and much more.

It is important to consider the following approaches in mind for effective business communication. These are also known as the seven C's of communication:



11.7.1 Clear

The very first thing to ensure is the clarity of the message itself so that the recipient understands it easily. Each message should have only one goal at a time to ensure that there are no misunderstandings.

11.7.2 Correct

Another thing to pay heed to be that the message should be right. This means that the language used should be accurate, and there must not be any grammatical errors or spelling mistakes in it. This will ensure a more significant impact on the message.

11.7.3 Complete

You should always send a complete message rather than a half-baked message, which can always be misinterpreted. It should contain all the relevant information to help the recipient make an informed decision.

11.7.4 Concrete

In addition to clarity in the message, it should also present concrete information, leaving no room for any kind of misinterpretation. All facts and figures must be clearly stated to make the recipient understand what the sender is trying to convey.

11.7.5 Concise

The sender should also ensure that the message is to the point and precise. Lengthy sentences must be avoided at all costs, and the message should be conveyed using the least number of words. A brief and short message helps in retaining the attention of the recipient.

11.7.6 Consideration

Another thing to keep in mind is that the sender must be considerate of the receiver's knowledge, opinions, background, and mindset. This will ensure effective communication between all parties involved.

11.7.7 Courteous

Finally, it is important to be courteous while communicating and consider the viewpoints and feelings of all parties involved. The message should be devoid of any prejudice or bias and must show respect for the receiver.

Check Your Progress

1. What is communication?

2. What is the definition of communication given by Keith Davis?

3. What is business communication?

4. Make a list of different types of communication.

5. What are the different methods of communication?

6. Describe the importance of communication in the fashion industry.

7. What are the specific approaches to effective communication?

Multiple Choice Questions

1. CRM means _____.

- a) Customer Relationship Manager
- b) Customer Relationship Management
- c) Consumer Relationship Manager
- d) Consumer Relationship Management

2. The definition, “Communication is a bridge of meaning. It involves a systematic and continuous process of telling, listening, and understanding.” is given by _____.

- a) Louis Allen
- b) John Adair
- c) Peter Little
- d) None of the above

3. Business communication is an effective tool to obtain _____ and avoid any kind of misunderstandings.

- a) Information
- b) Permission
- c) Feedback
- d) All of the above

4. _____ communication comprises the usage of facial expressions, hand movements, eye contact, posture, and touch.

- a) Non-verbal
- b) Verbal
- c) (a) and (b) both
- d) None of the above

5. _____ is often used to convey a message using images and graphics.

- a) Written communication
- b) Visual communication
- c) Listening
- d) Verbal communication

6. The most basic form of communication is _____, and it relies on individuals speaking to one another.

- a) Verbal
- b) Visual
- c) Written
- d) Non-verbal

11.8 LET US SUM UP

Business communication is an important part of any business or industry as it helps in the dissemination of information between individuals within a company as well as outside it. Like any other field, business communication is integral to the fashion industry.

According to Louis Allen, “Communication is a bridge of meaning. It involves a systematic and continuous process of telling, listening, and understanding.”

Communication is basically the act of transmitting information from one person, group, or place to another. Many external factors like cultural situation or setup, emotions, location, and even the communication medium can affect its transference.

Business communication comprises a consistent flow of information. It depends significantly on feedback since it takes place in large organizations and companies with several hierarchy levels and large working staff.

There are five main forms of communication through which one can convey a message to another person, place, or group. These forms are as follows:

- Verbal communication
- Non-verbal communication
- Written communication
- Listening
- Visual communication

Communication is an integral part of all kinds of industries and fields. It is also essential in the fashion industry, and its importance can be discussed better by dividing it into a few categories. Mentioned below is precisely why communication is important in the fashion industry.

- Communication skills play an essential role when it comes to presenting the work.
- The process of networking is integral to the industry as it helps industry members associate themselves with the right people, connect with clients or customers and build contacts.
- Fashion communication plays very important role. One of the essentials of the fashion industry is being fluent in fashion communication. This is, in fact, such an important skill required in the industry that it has become a whole discipline in fashion schools.

Communication is not only needed to present one’s work and to network and build contacts but also to communicate with a number of parties such as garment manufacturers, textile producers, fashion designers, textile designers, models, sponsors, and much more. It is important to consider the following approaches in mind for effective business communication. These are also known as 7 C’s of communication. These are as follows:

- Clear
- Complete
- Concrete
- Concise
- Consideration
- Courteous

11.9 KEYWORDS

Comprises	consist of; be made up of
Concrete	solid; real; tangible
Concise	giving a lot of information clearly and in a few words; brief but comprehensive
Consideration	careful thought, typically over a period of time
Courteous	polite, respectful, or considerate in manner
Dissemination	the action or fact of spreading something, especially information, widely
Error	a mistake; the state or condition of being wrong in conduct or judgment
External	outside; exterior; the outward features of something
Feasible	capable of being done, affected, or accomplished
Indicate	point out; show; suggest as a desirable or necessary course of action
Integral	necessary to make a whole complete; essential or fundamental
Interact	communicate or be involved directly
Nonverbal	not involving or using words or speech
Posture	Pose; the position in which someone holds their body when standing or sitting

Precisely	exactly; in exact terms; without vagueness
Pros and cons	arguments for and against
Reduce	decrease; lower; lessen
Remotely	from a distance; without physical contact
Transmitted	cause (something) to pass on from one person or place to another; broadcast or send out
Unambiguous	clear; not open to more than one interpretation
Verbal	relating to or in the form of words

11.10 SUGGESTED BOOKS

- Essentials of Business Communication - Rajendra Pal & J. S. Korlahalli - 2011 - Sultan Chand and Sons - New Delhi
- Business Communication - Asha Kaul - 2009 - Second Edition - PHI Learning Private Limited - New Delhi
- Fashion Marketing and Communication Theory and Practice Across the Fashion Industry - Olga Mitterfellner - 2019 - Routledge, Taylor & Francis Group
- Fashion Marketing Communications - Gaynor Lea-Greenwood - 2013 - Wiley Publishers

Sources of Images

Fig.1 picpedia.org

Fig.2 globafy.com

Fig.3 pngtree.com

Fig.4 flickr.com

Fig.5 Commons.wikimedia.org

Answers

Check Your Progress

1. Communication is basically the act of transmitting information from one person, group, or place to another. All communication involves a sender, a recipient, and the message itself.
2. The definition of communication given by Keith Davis is, "Communication is a process of passing information and understanding from one person to another."
3. Business communication comprises a consistent flow of information. It depends significantly on feedback since it takes place in large organizations and companies with several hierarchy levels and large working staff. Business communication is an effective tool to obtain feedback and avoid any kind of misunderstandings almost immediately.
4. There are five basic types of communication. These types are as follows:

- Verbal communication
- Non-verbal communication
- Written communication
- Listening
- Visual communication

5. Following are the most frequently used methods of communication:

- Web-Based Communication
- Audio Conferencing & Telephones
- Video Conferencing
- Face-To-Face Meetings
- Files, Documents, Presentations & Reports
- Surveys
- Customer Management Activities

6. Communication is an integral part of all kinds of industries and fields. It is also essential in the fashion industry, and its importance can be discussed better by dividing it into a few categories. Mentioned below in detail is precisely why communication is vital in the fashion industry.

- Presentation: Communication skills play an essential role when it comes to presenting the work. If an individual cannot confidently and properly communicate, his / her talent won't be recognized or appreciated regardless of their skill or talent. Hence, the communication of talent is as essential as an individual's talent itself.
- Networking: This process of networking is integral to the industry as it helps industry members associate themselves with the right people, connect with clients or customers and build contacts. In order to do any of these things, good communication skills are of paramount importance.
- Fashion communication: One of the essentials of the fashion industry is being fluent in fashion communication. . It even comes with a formal curriculum and includes fashion communication and journalism to help train individuals in the best way to present their work designs.

7. There are several effective approaches to business communication. Communication is not only needed to present one's work and to network and build contacts but also to communicate with a number of parties such as garment manufacturers, textile producers, fashion designers, textile designers, models, sponsors, and much more. It is also known as the Seven C's of communication. These are as follows:

- Clear
- Correct
- Complete
- Concrete
- Concise
- Consideration
- Courteous

Answers – Multiple Choice Questions

1. b) Customer Relationship Management
2. a) Louis Allen
3. c) Feedback
4. a) Non-verbal
5. b) Visual communication
6. a) Verbal

: STRUCTURE:**12.0 Objectives****12.1 Introduction****12.2 Definition****12.3 What is Information Technology?****12.4 Role of Information Technology in the Fashion Industry****Check Your Progress****Multiple Choice Questions****12.5 Let Us Sum Up****12.6 Keywords****12.7 Suggested Books****Answers****Abbreviations**

12.0 OBJECTIVES

After studying this unit, the student will be able to:

- understand the term Information Technology;
- get information regarding the application of Information Technology in the fashion industry;
- understand the importance of the I.T.;
- know about the role of I.T. in the textile industry, clothing industry, apparel retail industry, fashion events, payment systems, and the fashion designing field.

12.1 INTRODUCTION

The fashion industry is one of the biggest industries across the world as it generates more than \$1.5 trillion annually. The industry has grown by leaps and bounds in recent times as it has subtly embraced information technology to satisfy the needs of hyper-connected consumers in the present times. In addition, social media has completely transformed how people consume fashion.

Moreover, it has trained customers to seek the latest fashion trends soon after they find their way to the catwalk. Thus, it would not be wrong to say that information technology has become deeply embedded in the fashion industry with time.



Fig. 1 Information Technology

Today, the lives of customers have become unmistakably intertwined with the world of social media and the internet. As a result, many brands and designers today have embraced the possibilities of the latest technologies to grow their businesses and take their brands to a new level of popularity and visibility. From the boom in mobile commerce to artificial intelligence, block chain, and 3D printing, advancements in information technology have genuinely changed the way we view the fashion industry.

We live in a modern world that is subject to constant and consistent change. Hence, it has become more important than ever for fashion designers and brands to respond in kind to the needs of the market. This is precisely where information technology comes into play. It helps brands design products that are tailored to the needs of a particular set of audiences. In this unit, we learn more about information technology and its fundamental role in the fashion industry.

12.2 DEFINITION

As defined by the Information Technology Association OF America (ITAA) “I.T. ” is the “study, design, development, implementation, support or management of computer-based information systems, particularly software's applications & computer hardware.”

According to ND Century Code (Chapter 54.59.01), Information Technology means the use of hardware, software, services, and supporting infrastructure to manage and deliver information using voice, data, and video.

Information Technology (IT) is a business sector that deals with computing, including hardware, software, telecommunications, and generally anything involved in the transmittal of information or the systems that facilitate communication.

Information technology (IT) is the use of any computers, storage, networking, and other physical devices, infrastructure, and processes to create, process, store, secure, and exchange all forms of electronic data.

IT or information technology refers to the development, maintenance, and use of computer software, systems, and networks. It includes their use for the processing and distribution of data. Data means information, facts, statistics, etc., gathered together for reference, storage, or analysis.

12.3 WHAT IS INFORMATION TECHNOLOGY?

Information Technology (IT) is essentially the design, development, study, support, implementation, and management of information systems that are based on computers. This technology includes computer hardware and software applications. Individuals who work in the field of information technology basically work towards helping people by ensuring that their computers work optimally. From the most prominent manufacturers to software design firms to the smallest hardware stores, almost all companies require information technology and people experienced in this field to ensure that their businesses run smoothly and without any interventions.



Fig. 2 Use of IT for different work by different people connected together

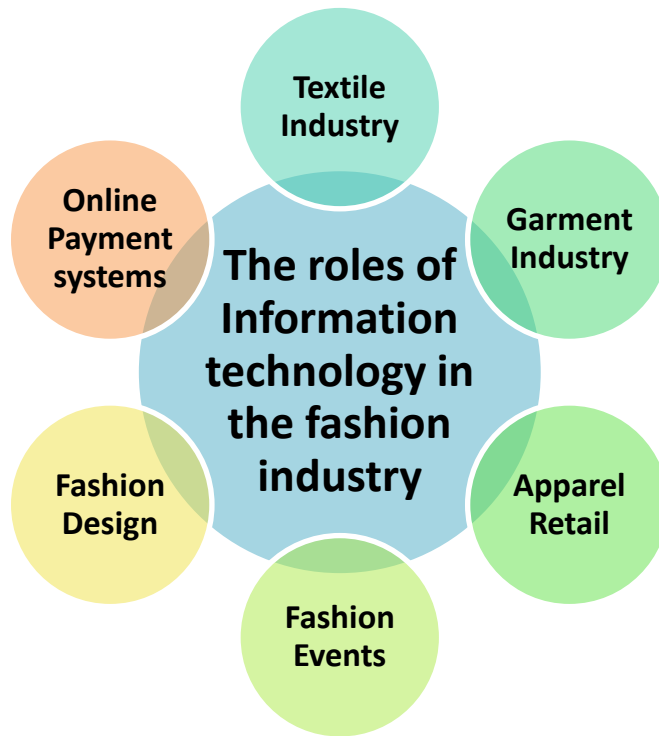
Today, most jobs in the field of information technology can be broadly divided into four major categories - computer engineers, computer programmers, computer scientists, and system analysts. HR managers who are responsible for the recruitment of IT employees must become familiar with the titles and functions of the countless job titles that are in increasing demand in the present times. Some such job titles include Software Engineer, Network Specialist, Technical Support Representative, Analyst / Programmer, Database Administration Associate, Interactive Digital Media Specialist, Information Systems Analyst / Operator, and much more.

Information technology plays a crucial role in all the power industries across the world. It has also profoundly permeated the fashion industry, so much so that both fashion brands / designers and consumers rely on IT to send and receive vital information. Today, big and small businesses have embraced IT with open arms to remain on top of their game and have the edge over the competition. IT has genuinely changed the way companies operate and interact with consumers today.

12.4 ROLE OF INFORMATION TECHNOLOGY IN THE FASHION INDUSTRY

Information Technology is one of the most crucial factors that plays a very essential role in each business field and various industries. The fashion industry is one of them too. IT is useful in different aspects of the fashion industry. Information Technology is engaged from a very beginning stage of farming to textile production to garment design and manufacturing to apparel retailing, marketing and selling to latest designing software to online payment systems. In fact, we can say that IT is everywhere. It is a crucial part of the fashion industry and it makes each task easy, interesting, and quick.

The roles of Information technology in the fashion industry at various parts are as below.



12.4.1 Textile Industry

Information technology plays a vital role in the textile industry. One of the most important parts of the fashion industry in the present times is textile design and production. Today, the spinning and weaving of cotton, wool, and other kinds of natural fibres are largely thankful to the advent of information technology. These processes have become highly automated today because of the advancement in IT, and they are carried out by high-speed machinery that is controlled by computers. It would not be wrong to say that today, information technology has permeated all parts of the textile industry.



Fig. 3 Textile Industry - Spinning machines at Bradford Industrial Museum



Fig. 4 Textile Weaving Machine Factory Manufacturing

When it comes to a textile supply chain, a proper flow of information is of paramount importance as it determines the success or failure of an operation. Electronic data and barcoding are the most important tools of information technology that facilitate the integration of information in the textile industry. In addition to that, IT also helps in the planning and execution of various textile-related operations in supply chain management.

Today, textile retail giants also provide their customers with a choice to shop online. This aspect of e-retailing is again an important role of information technology in the textile industry.

12.4.2 Garment Industry

The garment industry, much like any other fashion industry, has a unique IT department that handles supply chain processes. This department is an integral part of any organization as it provides companies with that edge to get a leg up over the competition. In the 21st century, countless organizations are harnessing the power of the latest technologies to grow their businesses. With the help of information technology, today, enterprises enjoy automated customer replenishment systems by way of e-commerce websites.

The presence of information technology in the garment industry is deep-rooted and widespread. With the help of IT, the garment industry

has been able to efficiently carry out a number of processes right from the designing stage to its approval and to issues regarding payments. Some of the many advantages of embracing information technology in the garment industry are:

- IT simplifies human resource management processes in a company.
- It helps in the promotion of products in the online world.
- It helps in the better analysis of a company's demand and supply.
- It helps facilitate the entire process of dispatching and manufacturing.
- It helps in the development and designing of samples.
- The automatic embroidery machines are useful for interesting, neat and clean embroidery on garments. The automatic machines are used for speedy and same work on all the garments.
- Cutting knives are essential tools for cutting of a bunch of fabrics at a time with precise in work.
- Computerized industrial sewing machines are helpful for mass, quick, and easy production of garments.



Fig. 5 Cutting fabric for garment production



Fig. 6 Automatic embroidery machine

In the present times, most departments of the apparel or garment industry are completely dependent on information technology. The basic advantage of information technology in the garment industry (or any other field for that matter) is that it helps in providing businesses with real-time information / data that would be impossible without the application of IT. Some vital applications of IT in this industry include mailing, ERP, voice chatting, CAD / CAM, fully automatic and semi-automatic sewing machines, online FIT approval, and much more.



Fig. 7 CAD / CAM software

Furthermore, IT plays a major role when it comes to inventory management, quality checking, research & development, and social media marketing. Information technology also helps in the sharing of important data between organizations in addition to reducing inventory. It generally helps businesses serve their loyal customers much more efficiently.

Globalization has forced the garment industry not just to use information technology but to make the best of it in order to grow as an organization.

12.4.3 Apparel Retail

The fashion industry has become hyper-competitive today. Apparel manufacturers must have the edge over the competition to be able to thrive in the current market scenario. Information technology plays an undeniably important role in the apparel industry, including shipment release and worker attendance. IT has become a must-have tool as it helps make tasks easier and much more manageable by transmitting real - time information and data.

Ever since the advent of IT, the apparel industry has undergone some major changes. Technologies like product innovation, Big Data, and production automation have allowed apparel retailers to make the manufacturing process more local, sustainable, and precise. Some of the significant benefits of using IT in the industry include faster delivery times, lower costs, higher speed, lower stocks, and reduced shipping times. Furthermore, IT technologies like Big Data have made it easier to process complex data and generate business intelligence to improve the economic development of businesses, in addition to enhancing their social and environmental performance.

Block chain technology has also changed the face of the apparel industry. It offers new and improved ways of ensuring a completely transparent supply chain. Several future applications of Block chain technology, such as the replacement of letters of credit and the prevention of the sale of all kinds of counterfeit products, look very promising.

Hence, it would not be wrong to say that new manufacturing technologies have empowered the apparel industry as it has slowly but surely moved to capital-intensive production from labor-intensive production. Moreover, these new IT - based technologies help in faster production, lower carbon footprints, and less waste.

Information Technology plays a crucial role at apparel retail stores in various ways. It includes:

- POC (Point Of Sales) systems are the software that reduces the time of transaction and also reduces the chances of human errors. POC is attached with the cash register to speed up the transaction.
- RFID (Radio Frequency Identification) system is used to automatically identify and track the tags attached to the object.
- A retail store must be equipped with multiple phones for contacting internal staff as well as to contact customers too.
- A computer system with an internet connection is a must in today's digital era. It assists in keeping all the data records of

customers, inventory, accounts, employee data, etc., and many more.

12.4.4 Fashion Events

Information technology has become an integral part of fashion events. In the present times, the use of technology in fashion events is widespread. From fashion shows to trade shows and exhibitions, IT is used and celebrated to make fashion events a success.

Fashion events are one of the biggest marketing platforms in this digital era. These events have become an important part of digital users as the elite industry, thanks to hyper-connectivity and digitalization. Fashion events are globally broadcasted across online and social channels to reach a wide set of audiences. All of this would not be possible without the applications of information technology.

Communications professionals and fashion PR continually work towards finding ways to stay organized and save time. For instance, guest lists can be quite extensive at fashion events, and keeping track of them can prove to be quite troublesome. Without proper organization, this seemingly menial work can turn into a rather big source of stress. This is where information technology helps save the day. With the help of cloud-based software, professionals can manage the contacts and segment guest lists. Digital platforms have enabled the segmentation of guest lists so that hosts can pay special attention to the VIPs.

In the same vein, technology also plays a vital role where the invites and seating plans of fashion events are concerned. Even though paper invites were the standard for a long time, they have now been replaced by digital invites as they are eco-friendly and more efficient. Moreover, digital platforms have helped in streamlining the organization of seating charts.

To sum up, the advantages of technology at fashion events are never-ending and all-encompassing. From benchmarking performance to tracking press mentions and measuring the impact of media using data analytics, IT has truly helped in the growth of fashion events and trade shows.

12.4.5 Fashion Design

In the present times, fashion designing has reached new heights, thanks to the incorporation of information technology. Today, fashion designers have become much more tech-savvy than in the olden times, and the latest designs that are launched these days are highly innovative and game-changing. Designing software has made it possible for designers to push their creative limits and bring innovative designs and products to the customers. Apparel software such as Apparel Magic are

highly programmed systems that use cloud-based architecture to help companies design, develop, market, and sell their goods to prospective customers.

In a similar vein, 3D printing has taken over the world of fashion with its countless applications. With the help of 3D demonstrations, fashion designers and brands can now enhance the appeal of their products to customers. 3D modeling software has also made it possible for designers to create new and innovative designs.



Fig.8 3D modeling software

Augmented Reality (AR) has become a real game-changer in the 21st century by establishing a connection between the real and the virtual world. With the help of AR technology, customers can now check how a particular outfit looks on them in a smart mirror before making a purchase. Many stores across the world have already integrated this technology in a bid to attract more customers.



Fig. 9 Augmented reality for fashion retailing

These innovations in the field of fashion design have all been made possible, thanks to information technology. Other technologies like body scanning, need-based clothing, and smart-tailoring have made it possible for designers to indulge in creative innovations and design groundbreaking merchandise for customers across the world.



Fig.10 Virtual mirror

12.4.6 Online Payment systems

Online payment systems have become a common sight across all kinds of industries today. Digital transaction platforms have revolutionized the way small and large businesses operate. These digital spaces have also made it easy for customers to make payments with the click of a few buttons. Online payment systems are now a permanent part of the fashion industry. With the help of these systems, online fashion consumers enjoy multiple payment options to suit their payment needs. Moreover, fashion brands and companies, regardless of where they are located, can accept payments from customers around the world in a quick and hassle-free manner.



Fig.11 Systems in use at retail store for scanning of barcodes and price labels

Global banking relationships have become the new normal for payment processing, and the fashion industry is taking the most advantage of its applications. This is evident by the sheer number of consumers who

shop online for their latest fashion needs and pay through online payment systems in a speedy and efficient manner.



Fig. 12 Online shopping and payment

Check Your Progress

1. What is information technology?

2. Define the role of information technology in the fashion industry.

3. What is the role of I.T. in fashion events?

4. Define the importance of information technology in the garment industry.

5. How is IT useful for the apparel retail business?

6. What is the definition of I.T. according to the Information Technology Association OF America?

Multiple Choice Questions

1. ITAA refers to _____.

- a) Information Technology Association OF America
- b) Information Technology Assistance OF America
- c) Information Technology Administration OF America
- d) None of the above

2. POC systems are the software that reduces the time of transaction and also reduces the chances of human errors. POC stands for _____.

- a) Point of Selling
- b) Point of Sales
- c) Priority of Sales
- d) None of the above

3. _____ system is used to automatically identify and track the tags attached to the object.

- a) POC
- b) ERP
- c) Radio Frequency Identification
- d) All of the above

4. _____ has become a real game-changer in the 21st century by establishing a connection between the real and the virtual world.

- a) ERP
- b) RFID
- c) Augmented Reality
- d) None of the above

5. RFID stands for _____.

- a) Radio Frequency Identification
- b) Radio Frequently Identification
- c) (a) and (b) both
- d) None of the above

12.5 LET US SUM UP

The fashion industry is one of the biggest industries across the world as it generates more than \$1.5 trillion annually. The industry has grown by leaps and bounds in recent times as it has subtly embraced information technology to satisfy the needs of hyper-connected consumers in the present times. In addition, social media has completely transformed how people consume fashion.

Today, the lives of customers have become unmistakably intertwined with the world of social media and the internet. As a result, many brands and designers today have embraced the possibilities of the latest technologies to grow their businesses and take their brands to a new level of popularity and visibility. From the boom in mobile commerce to artificial intelligence, block chain, and 3D printing, advancements in information technology have genuinely changed the way we view the fashion industry.

As defined by the Information Technology Association OF America (ITAA) “I.T.” is the “study, design, development, implementation, support or management of computer-based information systems, particularly software's applications & computer hardware.”

IT or information technology refers to the development, maintenance, and use of computer software, systems, and networks. It includes their use for the processing and distribution of data. Data means information, facts, statistics, etc., gathered together for reference, storage, or analysis.

IT is useful in different aspects of the fashion industry. The role of Information technology in the fashion industry at various parts are as below.

- Textile industry
- Garment industry
- Apparel retail industry

- Fashion event industry
- Fashion design industry
- Online Payment systems

One of the most important parts of the **fashion industry** in the present times is **textile design and production**. Today, the spinning and weaving of cotton, wool, and other kinds of natural fibres is done on a huge scale thanks to the advent of information technology. Today, textile retail giants also provide their customers with a choice to shop online. This aspect of e-retailing is again an important role of information technology in the textile industry.

The presence of information technology in the **garment industry** is deep-rooted and widespread. With the help of IT, the garment industry has been able to efficiently carry out a number of processes right from the designing stage to its approval and to issues regarding payments. Some vital applications of IT in this industry include mailing, ERP, voice chatting, CAD / CAM, fully automatic and semi-automatic sewing machines, online FIT approval, and much more.

Apparel manufacturers must have the edge over the competition to be able to thrive in the current market scenario. Information technology plays an undeniably important role in the apparel industry. Information Technology plays a crucial role at apparel retail stores in various ways. It includes:

- POS
- RFID
- Computer systems and Software
- Internet connectivity for online payment, advertising, e-mailing, and other communication purposes, etc.

Information technology has become an integral part of **fashion events**. From fashion shows to trade shows and exhibitions, IT is used and celebrated to make fashion events a success. Fashion events are one of the biggest marketing platforms in this digital era. From benchmarking performance to tracking press mentions and measuring the impact of media using data analytics, IT has truly helped in the growth of fashion events and trade shows.

In the present times, **fashion designing** has reached new heights, thanks to the incorporation of information technology. Designing software has made it possible for designers to push their creative limits and bring innovative designs and products to the customers. Apparel software such as Apparel Magic are highly programmed systems that use cloud-based architecture to help companies design, develop, market, and sell their goods to prospective customers.

Digital transaction platforms have revolutionized the way small, and large businesses operate. These digital spaces have also made it easy for customers to make payments with the click of a few buttons. Online payment systems are now a permanent part of the fashion industry.

12.6 KEYWORDS

Allencompassing	including or covering everything or everyone; comprehensive.
Benchmark	evaluate (something) by comparison with a standard.
Bid	make an attempt or effort to achieve something.
Big Data	extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions
Block chain	Block chain is a specific type of database. It differs from a typical database in the way it stores information; block chains store data in blocks that are then chained together.
Boom	to experience a sudden rapid growth and expansion usually with an increase in prices
Consistent	acting or done in the same way over time, especially so as to be fair or accurate.
Constant	occurring continuously over a period of time.
Counterfeit	imitate fraudulently; made in exact imitation of something valuable with the intention to deceive or defraud.
E-commerce	E-commerce is the buying and selling of goods and services over the internet.
Edge	move or cause to move gradually or furtively in a particular direction.
Elite	a select group that is superior in terms of ability or qualities to the rest of a group or society.
Embrace	accept (a belief, theory, or change) willingly and enthusiastically.
Empower	give (someone) the authority or power to do something.
Extensive	covering or affecting a large area.
Giant	huge; of very great size or force; gigantic.
Groundbreaking	innovative; pioneering; creative
Harness	control and make use of (natural resources), especially to produce energy.
Hassle-free	without trouble or bother.
Hyper-connected	characterized by the widespread or habitual use of devices that have internet connectivity.
Indulge	allow (someone) to enjoy something desired.
Integral	necessary to make a whole complete; essential or

	fundamental.
Intertwine	connect or link (two or more things) closely.
Leap	move quickly and suddenly.
Leg up	an act of helping someone or something to improve their situation.
Myriad	countless; a countless or extremely great number of people or things.
Paramount	more important than anything else; supreme.
Precise	exact, accurate, and careful about details.
Precisely	in exact terms; without vagueness
Regardless	paying no attention to somebody/something; treating problems and difficulties as unimportant
Replenishment	the restoration of a stock or supply to a former level or condition.
Revolutionized	transform; change (something) radically or fundamentally.
Segmentation	division into separate parts or sections.
Sheer	complete; pure; absolute; total
Subtly	- in a manner that is as delicate or precise as to be difficult to analyze or describe
Sustainable	able to be maintained at a certain rate or level.
Tech-savvy	well informed about or proficient in the use of modern technology, especially computers.
Thrive	prosper; flourish; grow or develop well or vigorously.
Undeniably	used to emphasize that something cannot be denied or disputed.
Unmistakably	in a way that cannot be mistaken for anything else

12.7 SUGGESTED BOOKS

- Sustainable Technologies for Fashion and Textiles - Edited by Rajkishore Nayak - Woodhead Publishing Ltd.
- Information Systems for the Fashion and Apparel Industry - Edited by Tsan-Ming Choi - Woodhead Publishing Series in Textile: Number 179
- Computer Technology for Textiles and Apparel - Edited by Jinlian Hu - Woodhead Publishing Ltd. - 2011
- Information Technology in Fashion Retailing - Chun Yang - University of Leeds (School of Textile Industries) - 2000
- Cooklin's Garment Technology for Fashion Designers - Steve Hayes, John McLoughlin, and Dorothy Fairclough - Second Edition - Wiley Publications - 2012

- Advanced Fashion Technology and Operations Management - Alessandra Vecchi - London College of Fashion, University of London Arts, UK
- Essentials of Information Technology - Dr. Kuldeep Singh Kaswan, Dr.Om Prakash Sangwan - Educreation Publishing since 2011
- Information Technology: An Introduction For today's Digital World - Richard Fox - CRC Press
- Introduction to Information Technology - V. Rajaraman - Third Edition - PHL Learning Private Ltd. - 2018

Sources of Images

- Fig. 1 pixabay.com
 Fig. 2 istockphoto.com
 Fig. 3 publicdoaminpictures.net
 Fig. 4 maxpixel.net
 Fig. 5 flickr.com
 Fig. 6 youtube.com
 Fig. 7 style2designer.com
 Fig. 8 sculpteo.com
 Fig. 9 universityoffashion.com
 Fig. 10 fashionmirror
 Fig. 11 pixabay.com
 Fig. 12 pxfuel.com

Answers

Check Your Progress

1. Information Technology (IT) is essentially the design, development, study, support, implementation, and management of information systems that are based on computers. This technology includes computer hardware and software applications. Individuals who work in the field of information technology basically work towards helping people by ensuring that their computers work optimally.
2. Information Technology is one of the most crucial factors that plays a very essential role in each business field and various industries. The fashion industry is one of them too. IT is useful in different aspects of the fashion industry. Information Technology is engaged from the very beginning stage of farming to textile production to garment design and manufacturing to apparel retailing, marketing and selling to latest designing software to online payment systems. In fact, we can say that IT is everywhere. It is a crucial part of the fashion industry and it makes each task easy, interesting, and quick.
3. Information technology has become an integral part of fashion events. In the present times, the use of technology in fashion events is widespread. From fashion shows to trade shows and exhibitions, IT is used and celebrated to make fashion events a success.

- Fashion events are globally broadcasted across online and social channels to reach a wide set of audiences. All of this would not be possible without the applications of information technology.
- With the help of cloud-based software, professionals can manage the contacts and segment guest lists.
- Paper invites were the standard for a long time, they have now been replaced by digital invites as they are eco-friendly and more efficient. Moreover, digital platforms have helped in streamlining the organization of seating charts.

4. The garment industry, much like any other fashion industry, has a unique IT department that handles supply chain processes. . Some of the many advantages of embracing information technology in the garment industry are:

- IT simplifies human resource management processes in a company.
- It helps in the promotion of products in the online world.
- It helps in the better analysis of a company's demand and supply.
- It helps facilitate the entire process of dispatching and manufacturing.
- It helps in the development and designing of samples.

5. Information technology plays an undeniably important role in the apparel industry, including shipment release and worker attendance. IT has become a must-have tool as it helps make tasks easier and much more manageable by transmitting real-time information and data.

Technologies like product innovation, Big Data, and production automation have allowed apparel retailers to make the manufacturing process more local, sustainable, and precise. Some of the significant benefits of using IT in the industry include faster delivery times, lower costs, higher speed, lower stocks, and reduced shipping times.

Information Technology plays a crucial role at apparel retail stores in various ways. It includes:

- POC (Point of Sales) systems are the software that reduces the time of transaction and also reduces the chances of human errors. POC is attached with the cash register to speed up the transaction.
- RFID (Radio Frequency Identification) system is used to automatically identify and track the tags attached to the object.
- A retail store must be equipped with multiple phones for contacting internal staff as well as to contact customers too.
- A computer system with an internet connection is a must in today's digital era. It assists in keeping all the data records of customers, inventory, accounts, employee data, etc., and many more.

6. The definition of I.T. According to the Information Technology Association OF America, "I.T." is the "study, design, development,

implementation, support or management of computer-based information system particularly software's applications & computer hardware.”

Answers – Multiple Choice Questions

1. a) Information Technology Association OF America
2. b) Point of Sales
3. c) Radio Frequency Identification
4. c) Augmented Reality
5. a) Radio Frequency Identification

Abbreviations

3D - 3 Dimension
AR - Augmented Reality
CAD - Computer-Aided Design
CAM - Computer-Aided Manufacturing
E-commerce - Electronic Commerce
ERP - Enterprise Resource Planning
IT - Information Technology
POC - Point Of Sales
PR - Public Relations
RFID - Radio Frequency Identification
VIP - Very Important

: STRUCTURE:**13.0 Objectives****13.1 Introduction****13.2 Definition****13.3 What is Risk Management?****13.4 Importance of Risk Management****Check Your Progress - I****13.5 Event Risk Management****13.6 Different Types Risks at Events****13.7 Solutions / Remedies for the Risks****Check Your Progress - II****Multiple Choice Questions****13.8 Let Us Sum Up****13.9 Keywords****13.10 Suggested Books****Answers**

13.0 OBJECTIVES

After studying this unit, the student will be able to:

- understand the terms risk and risk management ;
- get information regarding event risk management;
- understand different types of risks at the events;
- know about the various solutions to deal with different types of risks.

13.1 INTRODUCTION

We are all familiar with the term ‘risk’. We often hear statements like “it is too risky” or “she risked her life.” But, in fact, we engage with risk in our day-to-day lives when we make assessments about the potential dangers of a situation.

It would be safe to say that we take risks every day. Depending on probability and evaluating the consequences allows us to take risks happily. Often we take risks even when there are dangerous potential consequences because the likelihood of risk is relatively low. For instance, we travel in airplanes because the probability of the plane crashing is relatively low, even though the risk involved is that of life. On the other hand, sometimes we take risks with high probability because the consequences are not too significant. For example, when we go out, the probability of catching influenza from someone is too high, but it would only make us sick for a week or so. Consequently, we are willing to take the risk.

Evaluating and managing risks is an essential part of organizing events. If not appropriately controlled, risks can cause harm to events and businesses. Risks can be of many kinds. In addition to the connotation of physical harm, risks can also be financial. A risk to one's reputation and name can also be included.

With ample precautions, risks can be avoided. Therefore, it is a crucial part of event management to calculate potential risks, take measures to prevent them, and minimize negative consequences for the event's profitability.

13.2 DEFINITION

13.2.1 Definitions of Risk

According to ISO (the International Organization for Standardization),

- 1) **Risk** is often characterized by reference to potential events and consequences or a combination of these.
- 2) **Risk** is often expressed in terms of a combination of the consequences of an event (including changes in circumstances) and the associated likelihood of occurrence.
- 3) **Uncertainty** is the state, even partial, of deficiency of information related to, understanding or knowledge of, an event, its consequence, or likelihood.

Risk is defined as exposing someone or something to a dangerous situation.

Risk is the possibility or chance of loss, danger, or injury.

Risk implies future uncertainty about deviation from expected earnings or expected outcomes. Risk measures the uncertainty that an investor is willing to take to realize a gain from an investment.

Risk is defined in financial terms as the chance that an outcome or investment's actual gains will differ from an expected outcome or return.

Risk includes the possibility of losing some or all of the original investment.

13.2.2 Definitions of Risk Management

According to ISO (the International Organization for Standardization), “risk management means the coordinated activities to direct and control an organization with regard to risk.”

Organizations Risk Management ISO Guide 73 ISO 31000, “Effect of uncertainty on objectives. It may be positive, negative, or deviation from expected. Also, the risk is also often described by an event, a change in circumstances and consequence.”

Risk management is the technique or profession of assessing, minimizing, and preventing accidental loss to a business through the use of insurance, safety measures, etc.

Risk management is the activity of calculating and reducing risk so that an organization does not fail or lose money.

13.3 WHAT IS RISK MANAGEMENT?

13.3.1 What is Risk?

Risk is essentially a situation involving vulnerability to danger. Exposure to negative consequences, be it for personal safety, property, investment or reputation is what comprises a risk. For our purpose, we will focus only on the risks involved in event management.



Fig. 1 Risk

Risk has the following features:

- It involves exposure to a potentially dangerous situation
- Danger could be potential loss of property, reputation, money, health, etc.
- Risks are measured in terms of probability and the intensity of consequences.
- We often take risks in our day-to-day lives.

- Careful planning can avoid risks and control the consequences

Several things can go wrong in an event. The health and security of the people involved, the monetary investment in terms of organization, machinery, food, beverages, etc. The company's reputation and the environment are all exposed to dangers of one kind or the other.

13.3.2 What is Risk Management?

Risk management refers to the procedure of identifying, measuring, and preventing or controlling the risks that can cause damage to an event. Organizations usually have a risk management policy that has several aspects to it, such as strategy, budget, tools, techniques, roles, and responsibilities.



Fig. 2 Risk Management

The budget, for instance, allots the money and resources to be used for risk management. Roles and responsibilities mark specialists and consultants who will be responsible for handling different areas that are exposed to risk.

Risk management is one of the key aspects associated with any and every successful organization. As a responsibility, risk management has to be deeply embedded in the process of planning, right from the first step, throughout the execution.

Following are the features of risk management:

- It includes identifying, assessing, and controlling risks.
- It is embedded deeply in the design of a plan, throughout its execution
- Organizations often follow a risk management policy
- Different aspects like tools, techniques, roles and responsibilities, budget, etc. form a risk management policy

- Various methods can approach risk management. Sufficient risk management measures can prevent and control negative consequences.

13.4 IMPORTANCE OF RISK MANAGEMENT

There are many benefits of risk management. By properly implementing a risk management plan, an organization can avoid potential dangers and minimize the negative impact. It also arms the organization to cope strategically with the consequences, both short and long-term, of the risk impact. In this way, the organization can save money and reputation, benefitting their future and minimizing losses.



Fig.3 Importance of Risk Management

Furthermore, a company's ability to handle risk makes its employees more confident in decision-making. The employees perform better when there is an atmosphere of security. When there is faith in the organization's risk management policy, the employees feel safer too.

In this way, the company can achieve its goals and grow more easily with the presence of a dependable risk management system in place. It enhances the trust of contemporary brands in the company, therefore affecting business relations.

Here are some of the benefits of Risk Management:

- First, it creates a stable atmosphere characterized by a feeling of assurance.
- Enables employers and managers to make confident decisions.
- Protects assets and human resources from potential danger.
- Reduces and controls the legal liability of the organization.
- It helps organize the insurance needs of the company.
- Reduces dependence on sudden insurance premiums.
- To create an environment of safety and security among the employees.
- To enhances trust and work performance.
- It facilitates the achievement of long-term goals.
- It enhances business relations and company growth.

Check Your Progress - I

1. Define the term risk.

2. What is risk management?

3. What are the benefits of risk management in an event?

4. What are the features of risk?

13.5 EVENT RISK MANAGEMENT

Event risks are the potentially dangerous situations that can harm an event, causing a loss to security, investment, reputation, etc. Most organizations have a structure in place for the assessment and control of possible risks to the event. Yet sometimes, unforeseeable risks can occur. Therefore, event risk management also involves the critical decisions needed to manage these unforeseeable dangerous circumstances.

Potential risks at a fashion event could be related to food and beverages, crowd control, arrival of guests, fire and safety hazards, event equipment, unpredictable weather conditions, permits and licensing,

damage to exhibited articles, medical assistance, environmental regulations, and so forth.

Event risk management identifies potential risks to the event and lays down the procedures for minimizing their occurrence and mitigating adverse consequences. Simply put, it is a step-by-step procedure: one, to determine the risks, and two, to handle them in the way best suited to the company's resources. The management of adverse events after they have happened is called crisis management.

Event risk management has the following features:

- First, it refers to the management of exposure to potentially harmful situations in an event.
- Event risks could affect many aspects of the event - from food and crowd to environmental and safety hazards.
- The process of event risk management is a step-by-step process.
- The first step involves identifying potential risk factors. It is the most crucial step and binds together the rest of the process.
- The second step involves analysis of the potential harms to the event. It requires comparing the likeliness of occurrence of the risk and the severity of the consequence if it occurs.
- The third and final step involves minimizing the likeliness and severity of risk, utilizing the event's risk management budget in a profitable manner.

13.6 DIFFERENT TYPES RISKS AT EVENTS

The types of risks at an event are many and varying. They could range anywhere between the on-site systems and equipment in place to the unforeseeable risk of crowd disruption. Therefore, it is essential to identify the specific risks and their impact areas to avoid them sufficiently.

Even with proper systems in place, sometimes unpredictable and unavoidable risks occur on their own. These incidents require quick decision-making by the concerned department in order to minimize the severity of the consequences of inevitable risk.

Risks can be of many kinds and can impact an event in various ways:



13.6.1 Risks of Injury

Several natural or man-made unforeseeable factors can disrupt the safety systems in place and cause harm to the audience, staff, and other humans present at the event. Examples of this kind of risk would include unpredictable weather change, electrical or fire hazard, natural disasters such as earthquakes, etc.

13.6.2 Risks to assets

Similar factors could also irreversibly damage the properties and on-site equipment in use, causing loss of invested money for the organizer. Various technological systems in use for the smooth functioning of the event can be disrupted, too, causing safety hazards. Risks to assets are also financial risks as they cause a loss to the company's investments. Causal factors include theft, fire/flood, vandalism, electric hazards, etc.

13.6.3 Risks of reputation

Hazards at the event can cause long-term damage in terms of harming the company's reputation. Other unpredictable events, such as an aggressive episode with the crowd, shortage or poor quality of food and beverages, etc., can negatively image the brand. This aspect of risks needs to be handled with care due to the presence of media and telecasting services that facilitate event news to spread quickly.

13.6.4 Financial risks

Financial risks in the short term can occur from loss or damage to assets and equipment, underwhelming sales, etc. Financial loss in the long term can occur from losing potential sponsors or business interests due to negative occurrences at the event. This will lead to a loss of future income for the company. In this way, different types of risks are interlinked.

13.6.5 Legal risks

Several legal factors, such as obtaining permits and licenses for the event, failing to abide by environmental and health and safety regulations, involvement in unlawful activities, etc., can attract legal complications for the brand. This, in turn, can damage the reputation and cause financial losses arising from legal proceedings.

As is evident, different areas of risk impact are often interlinked with each other. For example, safety risks lead to a loss of finances, whereas legal risks can cause irreversible damage to the reputation of the company. This requires an intricate arrangement of risk management aimed at minimizing the losses while maintaining the brand image.

13.7 SOLUTIONS / REMEDIES FOR THE RISKS

It is important to understand the risks, impact areas, and severity of consequences to make appropriate decisions about roles and responsibilities, allocation of resources, etc. A comparison between the likelihood of risk and its severity allows organizations to distribute measures accurately.

Identifying risks and taking preventive measures can help avoid their occurrence. Some useful tools in risk identification are:

- Past records of the company's events as well as contemporary occurrences
- Flowcharting the relationship between different risk factors and impact areas
- Preparing a site map and conducting a rigorous on-site investigation
- Check for and install early warning systems such as smoke alarms
- Seeking professional expertise
- To ensure assets against natural and man-made disasters
- Strictly adhere to health and environmental regulations
- Ensure quality of facilities such as food and snacks, potable water, clean toilets, vehicle access, etc
- Implementing a financial management system to utilize resources carefully
- Rely on intelligent payment procedures suitable to space and crowd, and cash is a more vulnerable medium
- Using photo IDs, camera surveillance, and social media monitoring for identification, if needed

- Hire sufficient and appropriate volunteers
- Clearly attribute roles, responsibilities, and points of contact among trained volunteers who are in possession of devices for clear communication.
- Assess the event after it's over and allow attendees to provide feedback about the event management

Even after taking all the measures, unpredictable risks are likely to occur. For instance, change in weather conditions, power failure, aggressive episodes among the crowd, etc. These kinds of events require a contingency plan that can be consulted in emergency situations. They also require confident decision-making in a short span of time when the company is facing a threat. Keeping assistance tools handy, such as medical aids, insurance representation, emergency exits, security lineups, etc., is always advisable.

Check Your Progress - II

5. Make a list of different types of risks at the events.

6. What is the legal risk?

7. What is event risk management?

8. What can be the potential risks at a fashion event?

9. Explain various features of event risk management.

Multiple Choice Questions

1. ISO stands for _____.

- a) Internal Organization for Standardization
- b) International Organization for Standardization
- c) International Organization for Standards
- d) None of the above

2. _____ refers to the procedure of identifying, measuring, and preventing or controlling the risks that can cause damage to an event.

- a) Risk
- b) Risk management
- c) Risk assessment
- d) None of the above

3. _____ is the possibility or chance of loss, danger, or injury.

- a) Risk
- b) Risk management
- c) Risk assessment
- d) None of the above

4. Risk is defined in _____ terms as the chance that an outcome or investment's actual gains will differ from an expected outcome or return.

- a) Managerial
- b) Marketing
- c) Financial
- d) None of the above

5. _____ refers to the management of exposure to potentially harmful situations in an event.

- a) Risk management
- b) Event management
- c) Event risk management
- d) None of the above

13.8 LET US SUM UP

We engage with risk in our day-to-day lives when we make assessments about the potential dangers of a situation. It would be safe to say that we take risks every day. Depending on probability and evaluating the consequences allows us to take risks happily. Often we take risks even when there are dangerous potential consequences because the likelihood of risk is relatively low.

Evaluating and managing risks is a very important part of organizing events. If not appropriately controlled, risks can cause harm to events and businesses.

According to ISO (the International Organization for Standardization),

1. **Risk** is often characterized by reference to potential events and consequences or a combination of these.
2. **Risk** is often expressed in terms of a combination of the consequences of an event (including changes in circumstances) and the associated likelihood of occurrence.
3. **Uncertainty** is the state, even partial, of deficiency of information related to, understanding or knowledge of, an event, its consequence, or likelihood.

According to ISO (the International Organization for Standardization), “risk management means the coordinated activities to direct and control an organization with regard to risk.”

Risk is essentially a situation involving vulnerability to danger. Exposure to negative consequences, be it for personal safety, property, investment, or reputation, comprises a risk. For our purpose, we will focus only on the risks involved in event management.

Risk management is one of the key aspects associated with any and every successful organization. As a responsibility, risk management has to be deeply embedded in the process of planning, right from the first step, throughout the execution.

A company’s ability to handle risk makes its employees more confident in decision-making. The employees perform better when there is an atmosphere of security. When there is faith in the organization’s risk management policy, the employees feel safer too.

Event risks are the potentially dangerous situations that can harm an event, causing a loss to security, investment, reputation, etc.

Event risk management is the process of identifying potential risks to the event, and laying down the procedures for minimizing their occurrence, as well as mitigating negative consequences. Simply put, it is a step-by-step procedure: one, to determine the risks, and two, to handle them in the way best suited to the company’s resources. The management of negative events after they have happened is called crisis management.

The types of risks at an event are many and varying. They could range anywhere between the on-site systems and equipment in place to the unforeseeable risk of crowd disruption. Therefore, it is important to identify the specific risks and their impact areas to avoid them sufficiently. Some of them are listed below:

- Risks of injury
- Risks to asset
- Risks of reputation
- Financial risk
- Legal risk

It is essential to understand the risks, impact areas, and severity of consequences to make appropriate decisions about roles and responsibilities, resource allocation, etc. A comparison between the likelihood of risk and its severity allows organizations to distribute measures accurately.

Even after taking all the measures, unpredictable risks are likely to occur. For instance, change in weather conditions, power failure, aggressive episodes among the crowd, etc. These kinds of events require a contingency plan that can be consulted in emergency situations.

13.9 KEYWORDS

Abide	accept or act in accordance with (a rule, decision, or recommendation)
Adhere	stick or believe in and follow the practices of
Ample	enough or more than enough; plentiful; sufficient
Assessment	analysis; determination; a consideration of someone or something and a judgment about them
Atmosphere	the pervading tone or mood of a place, situation, or creative work
Bind	tie or fasten (something) tightly together
Cause	a principle, aim, or movement to which one is committed and which one is prepared to defend or advocate
Connotation	an idea or feeling which a word invokes for a person in addition to its literal or primary meaning
Consequence	a result or effect, typically one that is unwelcome or unpleasant
Contemporary	belonging to or occurring in the present
Cope	of a person) deal effectively with something difficult
Danger	the possibility of suffering harm or injury
Dependable	trustworthy and reliable
Deviation	the action of departing from an established course or accepted standard
Disruption	disturbance or problems which interrupt an event,

Evaluating	activity, or process judge; or an idea of the amount, number, or value of; assess
Harm	physical injury; hurt; pain; trauma
Hazard	a danger or risk
Implementation	The process of putting a decision or plan into effect; execution
Interlink	join or connect (two or more things) together
Intricate	complex; very complicated or detailed
Irreversibly	in a way that cannot be undone or altered
Likeliness	the quality of being probable; a probable event or the most probable event; the probability of a specified outcome
Mitigation	the action of reducing the severity, seriousness, or painfulness of something
Occurrence	an incident or event
Potable	safe to drink; drinkable
Precaution	safeguard; a measure is taken in advance to prevent something dangerous, unpleasant, or inconvenient from happening.
Preventive	designed to keep something undesirable such as illness or harm from occurring
Probability	likelihood; the quality or state of being probable; the extent to which something is likely to happen or be the case
Rigorous	extremely thorough and careful;
Severity	seriousness; the fact or condition of being severe
Underwhelm	fail to impress or make a positive impact on (someone); disappoint
Unforeseeable	not able to be anticipated or predicted
Unpredictable	not able to be predicted; changeable; unforeseeable
Vandalism	action involving deliberate destruction of or damage to public or private property
Vulnerability	the quality or state of being exposed to the possibility of being attacked or harmed, either physically or emotionally

13.10 SUGGESTED BOOKS

- Identifying and Managing Project Risk: Essential Tools for Failure-proofing Your Project - Tom Kendrick - 2009 - AMACON
- Risk Management - Paul Hopkin - First Edition - 2013 - Kogan Page
- Fundamentals of Risk Management: Understanding, evaluating, and implementing effective risk management - Paul Hopkin - Fourth Edition - 2017 - Kogan Page

- Event Risk Management and Safety - Peter E. Tarlow - John Wiley and Sons, Inc.
- Risk Management for Meeting and Events - Julia Rutherford Silvers - First Edition - 2008 – Elsevier

Sources of Images

Fig. 1 [wikimediacommons](#)

Fig. 2 [buisnessyeld.com](#)

Fig. 3 [skillrary.com](#)

Answers

Check Your Progress - I

1. The term risk can be defined in various ways that are mentioned below.
 - Risk is defined as exposing someone or something to a dangerous situation.
 - Risk implies future uncertainty about deviation from expected earnings or expected outcomes. Risk measures the uncertainty that an investor is willing to take to realize a gain from an investment.
 - Risk is essentially a situation involving vulnerability to danger. Exposure to negative consequences, be it for personal safety, property, investment, or reputation, comprises a risk. For our purpose, we will focus only on the risks involved in event management.
2. Risk management refers to the procedure of identifying, measuring, and preventing or controlling the risks that can cause damage to an event. Organizations usually have a risk management policy with several aspects, such as strategy, budget, tools, techniques, roles, and responsibilities.
3. Here are some of the benefits of risk management at the event:
 - Creates a stable atmosphere characterized by a feeling of assurance
 - Enables employers and managers to make confident decisions
 - Protects assets and human resources from potential danger.
 - Reduces and controls the legal liability of the organization.
 - Helps organize the insurance needs of the company
 - Reduces dependence on sudden insurance premiums.
 - It creates an environment of safety and security among the employees.
 - It enhances trust and work performance.
 - Facilitates achievement of long-term goals
 - It enhances business relations and company growth.
4. Risk has the following features:
 - It involves exposure to a potentially dangerous situation
 - Danger could be potential loss of property, reputation, money, health, etc

- Risks are measured in terms of probability and the intensity of consequences
- We often take risks in our day-to-day lives
- Careful planning can avoid risks and control the consequences.

Answers - Check Your Progress - II

5. There can be various types of risks that can occur at the event. Some of them are listed below:

- Risks of injury
- Risks to asset
- Risks of reputation
- Financial risk
- Legal risk

6. Several legal factors such as obtaining permits and licenses for the event, failing to abide by environmental and health, and safety regulations, involvement in unlawful activities, etc., can attract legal complications for the brand. This, in turn, can damage the reputation and cause financial losses arising from legal proceedings.

7. Event risks are the potentially dangerous situations that can harm an event, causing a loss to security, investment, reputation, etc. Most organizations have a structure in place for the assessment and control of possible risks to the event. Yet sometimes, unforeseeable risks can occur. Event risk management also involves the critical decisions needed to manage these unforeseeable dangerous circumstances.

8. Potential risks at a fashion event could be related to food and beverages, crowd control, arrival of guests, fire and safety hazards, event equipment, unpredictable weather conditions, permits and licensing, damage to exhibited articles, medical assistance, environmental regulations, and so forth.

9. Event risk management has the following features:

- It refers to the management of exposure to potentially harmful situations in an event.
- Event risks could affect many aspects of the event - from food and crowd to environmental and safety hazards.
- The process of event risk management is a step-by-step process.
- The first step involves identifying potential risk factors. It is the essential step and binds together the rest of the process.
- The second step involves analysis of the potential harms to the event. It requires a comparison of the likeliness of occurrence of the risk and the severity of the consequence if it occurs.
- The third and final step involves minimizing the likeliness and severity of risk, utilizing the event's risk management budget in a profitable manner.

Answers – Multiple Choice Questions

1. b) International Organization for Standardization
2. b) Risk management
3. a) Risk
4. c) Financial
5. c) Event risk management

UNIT:14 EMPLOYMENT OPPORTUNITIES IN FASHION INDUSTRY

: STRUCTURE:

- 14.0 Objectives**
- 14.1 Introduction**
- 14.2 Meaning**
- 14.3 What is Employment?**
- 14.4 Types of Employment**
- 14.5 Importance of Employment**
- 14.6 Careers in Fashion Industry**
- Check Your Progress**
- Multiple Choice Questions**
- 14.7 Let Us Sum Up**
- 14.8 Keywords**
- 14.9 Suggested Books**
- Answers**

14.0 OBJECTIVES

After studying this unit, the student will be able to:

- understand the term employment;
- understand the importance of employment;
- understand different types of employment;
- get information regarding the career opportunities available in the fashion industry.

14.1 INTRODUCTION

The fashion industry is booming and at its peak nowadays. Therefore, it contributes a large part to economic development. The fashion industry consists of and is related to various other industries directly or indirectly. It engaged a large number of human resources to perform different roles and jobs. Therefore, it creates multiple employment opportunities for people.



Fig. 1 Employment

There is enormous scope for employment opportunities in the fashion industry. Here we are talking about fashion in the sense of the textile and apparel industry. Of course, the term fashion industry is vast, like it includes garments, purses and handbags, footwear range, jewelry, and other accessories, hats, perfumes, hairstyle, makeup, and other lifestyle products too. But, here, we will discuss the various employment options provided by the fashion industry that is related to garments and textile. It can include multiple jobs from growing cotton crops to sewing garments, marketing and advertisements, modeling and organizing fashion events like fashion shows, trade shows, exhibitions, etc.

14.2 MEANING

Employment is a situation in which people are engaged in a gainful job.

Employment is a relationship between two parties, usually based on a contract, one being the employer and the other being the employee.

Full employment means the absence of involuntary unemployment when all people willing to work at the existing wage rate are engaged in a job.

14.3 WHAT IS EMPLOYMENT?

Employment is a state of having paid work. Usually, two main parties are involved in employment, known as employer and employee. An employer is the one who provides the opportunity to work. And, the employee is the one who is paid to work for someone else.

Employment opportunities are available in various industries all over the globe. The fashion industry is one of the significant contributors to providing employment opportunities to people. The scope for the fashion industry is considerable. There are multiple job requirements for different roles and designations.

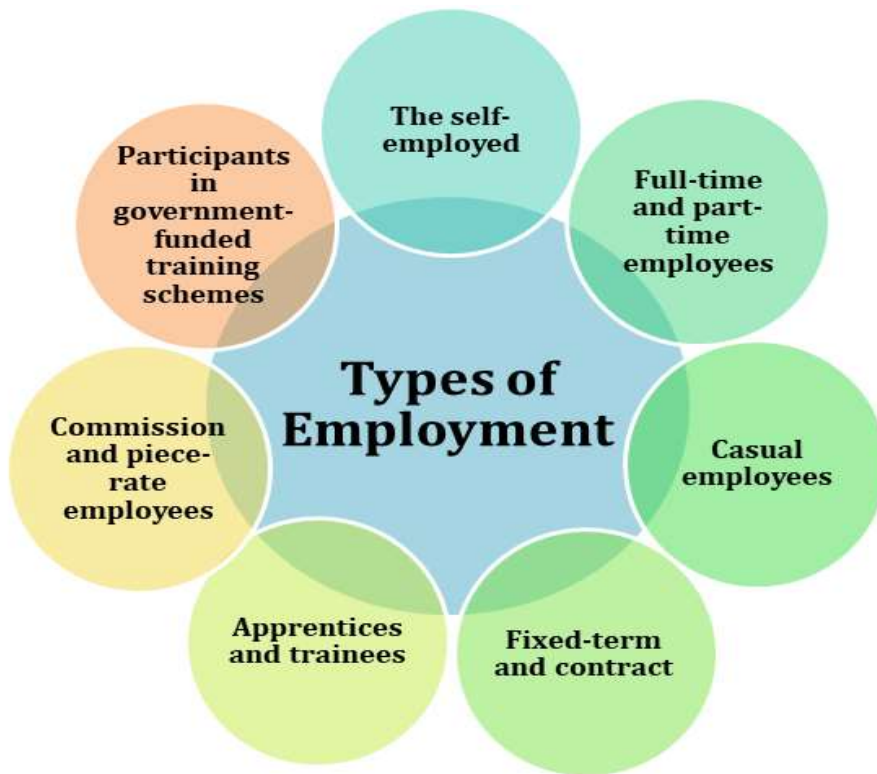


Fig. 2 Fashion

People with creative minds, innovativeness, and some technical know-how can work in the fashion industry. There are multiple employment opportunities available in the form of - fashion designer, textile designer, production management, planning, cutting, bundling, sewing, quality control, printing, fabric design, textile science, color mixing, modeling, fashion event management, fashion photography, fashion accessories design, fashion merchandising, retail apparel business, CAD (Computer-Aided Design) designer, fashion communication, fashion marketing and many more.

14.4 TYPES OF EMPLOYMENT

Employment can be categorized into different types. Various types of work are mentioned below.



Types of employment:

14.4.1 The self-employed

The self-employed are those who create employment for themselves instead of working for an employer. Thus, their livelihood is independent of an external company/employer—for instance, small-scale traders who sell various articles, individuals who start their businesses, etc.

14.4.2 Full-time and part-time employees

Full-time employees usually work up to 40 hours a week or are suitable to the employer's needs. For example, corporate employees. Part-time workers work for a set number of hours on fixed days of the week for additional side income. For instance, students working in a library on weekends.

14.4.3 Casual employees

Casual employees work on an irregular basis for employers that have ongoing but short-term needs. The tenure of casual employment is unfixed. For instance, a shop might hire additional help during festival season that they do not require at other times of the year.

14.4.4 Fixed-term and contract

Contract employees also work irregularly. However, their services are usually fixed for a particular project. The services are discontinued once the contract is over. For instance, a company hires an architect to

design its headquarters. Once the project is over, the architect is no longer employed by the company.

14.4.5 Apprentices and trainees

Apprentices usually work at low wages for a fixed period of time to learn a specific trade or skill under a skilled employer. In return for their services, they get to practice and train under an experienced superior.

14.4.6 Commission and piece-rate employees

Many home-based and other workers are paid a rate for each piece they produce. So, for instance, an order of customized t-shirts will be commissioned according to the per-piece rate and not by the number of hours put into work.

14.4.7 Participants in government-funded training schemes

Governments and administrations introduce several schemes for the training and employment of citizens. The schemes usually function by training a group of people for employment while providing them benefits.

14.5 IMPORTANCE OF EMPLOYMENT

Work is an important part of people's lives. Society expects us from the very beginning to grow up one day, find 'work,' and earn our own livelihood. However, work means more than just earning a living. It means the freedom to make choices about how you want to live your life. Frequently, work relationships lead to fulfilling bonds and support networks for people, leading to general happiness.

At work, you can utilize your skills to contribute to meaningful change. Not only that, you get to play a role in the economy of the country and participate in problem-solving for essential conflicts. Working individuals can employ their knowledge and skills to enhance the living standard of others by solving technical barriers to growth and development.

Employment is crucial because it keeps the economy of a country stable. Workers create goods and services for the consumption of people and, in turn, receive a wage. The availability of these goods and services facilitates the freedom of choice among consumers. The stability of a country's economy crucially requires a low unemployment rate, and its happiness comes from job satisfaction.

Employment is important because:

- It allows us to earn a livelihood.
- It allows the freedom to make decisions about how one wants to live.

- It allows us to meet other people and expand our network, facilitating opportunities for growth.
- It allows a space for forming friendships and socializing.
- It allows us to develop skills, both work-related and otherwise.
- It allows us to feel valued for our contribution.
- It allows us to participate in the country's economy.
- It allows us to feel like a part of a community through the support of co-workers.
- It allows us to build a professional foundation and move towards our goals and dreams.
- It allows us to invest in our hobbies and interests and therefore feels happier and relaxed.
- It creates happiness through financial freedom and helps us achieve health goals.
- It ensures stability in a country's economy.
- A healthy relationship between employees and businesses also leads to benefits for the business, in turn affecting the employees' profits.

14.6 CAREERS IN FASHION INDUSTRY

The fashion industry spreads far and wide across employment sectors. From procuring raw materials to produce fashion products to branding the fashion company to attract more customers, the industry employs thousands of people in each unit. Let us look at some of the branches of the fashion industry that create the need for different kinds of services.



14.6.1 Design and Manufacturing

The design and manufacturing aspects of the fashion industry deal majorly with assembling fashion products. It involves several stages, such as designing and conceptualizing the product, making samples, studying consumer needs and market patterns, etc.

For a job in design and manufacturing, you need the following qualities:

- A creative streak
- The drive to innovate ideas and concepts from scratch; original thinking
- An interest in the developments in fashion trends
- An understanding of consumer needs and market patterns
- Pattern-cutting and sewing skills
- A good eye for colors, shapes, and aesthetics
- Management and leadership skills



Fig. 3 Fashion designing

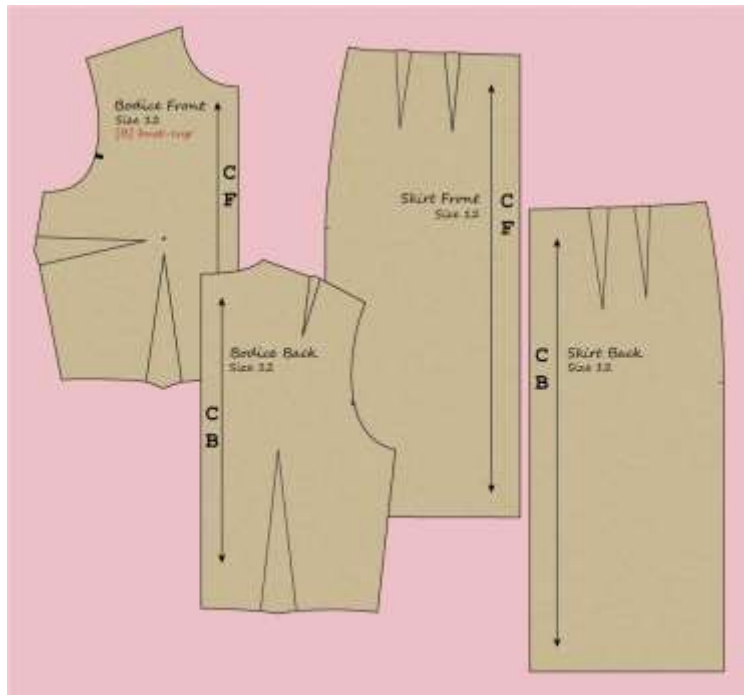


Fig. 4 Pattern Making

Aspiring designers can earn a degree in designing from many institutes and practices under an established designer or brand to gain first-hand knowledge.

Employees in the manufacturing department can play a number of roles. Some of those are:

- Designer
- Patternmaker
- Sample Maker
- Cutter
- Production Manager
- Sales
- Supply-Chain Manager
- Market- Research Analyst

14.6.2 Fashion Promotion

Fashion promotion includes a large range of promotional activities that facilitate fashion brands to enhance business, reach a wider audience, and develop business relations that are beneficial for the brand. It takes into account several aspects of advertising and image-building as well as public relations and communication.

For a job in fashion promotion, you need the following qualities:

- Creative writing skills for creating convincing copies
- Photography and design skills

- Knowledge of systems and software that facilitate innovative graphics
- Strategic planning abilities for campaigns that intrigue customers
- Understanding of consumer psychology and market requirements
- A good eye for colors, shapes, and aesthetics
- Networking and communication skills
- Knowledge of advertising mediums such as social media, magazines, etc.
- An ability to build relationships and create an impression

For job roles in Fashion Advertising, one can earn a degree in marketing and pursue a course or internship in the fashion industry for some experience. In addition, one can also pursue a course in photography, copywriting, etc., for such creative roles.

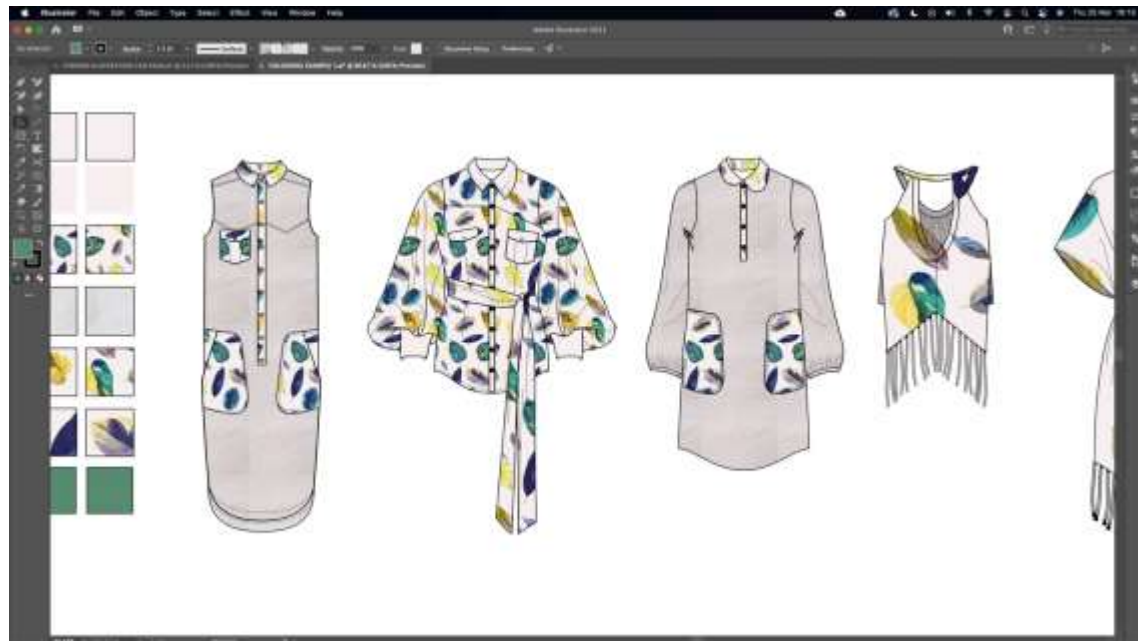


Fig. 5 Fashion Illustration

The different jobs in fashion promotion can be:

- Art Director (Designer)
- Advertising Director
- Graphic Designer
- Fashion Copywriter
- Fashion Illustrator
- Fashion Photographer
- Fashion Model
- Public Relations Agent

14.6.3 Sales-related careers

One aspect of the fashion industry only deals with the market and the transactions that take place in the marketplace. To understand the needs of the customer and help them acquire exactly what they are looking for. To maintain a record of the transactions, plan inventories, manage brand accounts, etc., are also some of the roles related to the sales field in the fashion industry. Its importance lies in directly overseeing the monetary profits of the brand.

Sales-related careers require qualities such as:

- Accounting skills and knowledge of accounting software
- Business skills aimed at revenue generation
- The ability to communicate and persuade customers
- Active listening and conflict handling
- Knowledge of consumer patterns and needs

To acquire jobs in sales-related departments, one can gain a degree in marketing, business, or accounts. **Some of the many possible job roles in sales are given below:**

- Salesperson/ Sales associate
- Sales Manager
- Inventory planner
- Account manager
- Retail Buyer
- Merchandiser
- Public Relations Specialist

14.6.4 Textiles

The textiles aspect of the fashion industry is mostly concerned with the design and production of cloth and its processing into the final unit. Right from procuring the raw cloth, which can either be sourced from outside or made by the brand itself, the process employs many individuals to oversee different stages.

For a job in the textiles sector of a fashion company, you can make use of the following qualities:

- Knowledge of different types of natural and synthetic fabrics
- Knowledge of various textile design and printing arts
- Understanding of the occasional requirements, advantages, disadvantages, and worth of various yarns
- Weaving
- Spinning
- Supervising and management skills
- An eye for symmetry and neatness, so only the products without faults reach the market.

- Interest in the role of nature and environment in producing textiles, their relationship with each other

For a job in textile-related roles, one can master crafts like spinning, weaving, design, printing techniques (block printing, Madhubani, etc.), earning a degree in textile science, and so on.



Fig. 6 Textile color combination

The following are some of the roles related to textiles in the fashion industry:

- Research Scientist
- Textile Colorist
- Textile Designer/ Artist
- Converter
- Plant Engineer
- Marketing Analyst
- Production Supervisor
- Sales Representative

14.6.5 Retail

Retail refers to the selling of goods to the public for their use rather than for resale. The most traditional retail method is via retail stores owned by the retailer, where merchandise is sold directly to the customers. Like all workspaces, retail also requires multiple levels of employees for smooth functioning.

Retail includes various kinds of jobs that are located both inside and outside the retail store. **The following qualities are helpful for acquiring these roles:**

- Knowledge of customer needs and market patterns
- Accounting skills
- Knowledge of latest trends in clothing and fashion

- An education in human resources
- Communication and management skills

One can earn a degree in management and human resources to qualify for job positions in retail. Little training is necessary even for landing smaller job roles.



Fig. 7 Women clothes in a retail store

Some of the retail-related job roles in the fashion industry are as follows:

- Buyer
- Merchandise Planner/ Allocator
- Associate Buyer
- Merchandise Coordinator
- Trend Researcher
- Store Manager
- Human Resource Manager
- Store Manager
- Sales Associate

14.6.6 Entrepreneurial-minded

Many people involved in the fashion industry run their own businesses or sell their skills independently instead of being permanently hired by an employer. While many own and run their fashion stores and create brands, others sell skills such as design, consultancy, tailoring, photography, etc.

The following qualities can aid you if you want to become an entrepreneur in fashion:

- Business management
- Entrepreneurial qualities and strategy formation
- Tailoring, Weaving, Spinning
- Design and Printing
- Photography, Styling, Modeling
- Specialization in a business field such as import/export, human resources, finance

By earning an education and gaining some experience in the field of your interest, the opportunities to work independently in the fashion industry are endless. Since a lot of these roles are skill-based, it is advisable to build a portfolio of one's work.



Fig. 8 Fashion Photography

Entrepreneurs can work in the following job roles in the fashion industry:

- Store owner
- Brand owner
- Design consultant
- Photographer
- Model
- Stylist
- Designer
- Marketer
- Tailor
- Business consultant

14.6.7 Fashion communicator

Fashion communication roles essentially facilitate communication within the fashion industry and help it reach the world outside. This is done through various means such as verbal, written, visual, or audiovisual. One can say that it is the backbone of the fashion industry since it establishes a relationship between fashion products and ideal customers.

Fashion communicators require a set of the following qualities:

- Creative writing
- Copy and journalistic writing
- Photography
- Knowledge of newest fashion trends
- A keen eye for colors, patterns, and aesthetics
- Adaptability with social media platforms
- Spatial skills that are useful for designing interiors and displays
- Knowledge of market strategies

One can begin a career in fashion communication by earning a degree in mass media and journalism. One can also pursue certain writing and social media courses.

Some of the prominent professions related to fashion communication are given below:

- Fashion blogger
- Fashion journalist
- Fashion writer
- Fashion photographer
- Merchandiser
- Advertiser
- PR Manager (Public Relations Manager)
- Display designer
- Stylist

14.6.8 Fashion Event Management

Fashion events are a type of advertising strategy that allows brands to present their products and design to the public, contemporary brands, and fashion communicators. The events employ large numbers of people in various roles, from planning and conceptualizing to organizing and execution. Fashion events, especially fashion shows and fairs, are a crucial means of creating a brand image as well.

Jobs in fashion event management require the following qualities:

- Creative conceptualizing for innovative event themes
- Knowledge and resourcefulness in terms of available spaces and services required
- Leadership and team management skills
- Quick decision-making frequently
- Conflict resolution, presence of mind
- Modeling skills
- Photography
- Light and sound design and management

To become a professional event manager, one can earn a degree in hotel and event management. The field also requires many independent skills that can be pursued through specific courses. One can acquire many job roles in fashion event management.

Some of them are as follows:

- Exhibitionist
- Event planner
- Event manager
- Light and sound designer
- Stage maker
- Safety and health specialist
- Model
- Photographer
- Food and beverage service provider
- Decorator
- Volunteer/ Staff

Check Your Progress

1. What is employment?

2. Make a list of different types of employment.

3. Explain - Fixed-term and contract employment.

4. What do you mean by full-time and part-time employees?

5. Define the importance of employment.

6. What are the different employment opportunities in the fashion industry?

7. What are the job opportunities in the fashion industry in the field of Design and Manufacturing.

8. What are the required qualities for the jobs in the field of Fashion Promotion?

Multiple Choice Questions

1. Full-time employees usually work up to _____.
 - a) 40 hours
 - b) 45 hours
 - c) 38 hours
 - d) 42 hours

2. CAD stands for _____.
 - a) Company-Aided Design
 - b) Computer-Aided Design
 - c) Computer-Aided Designer
 - d) None of the Above

3. _____ usually work at low wages for a fixed period of time to learn a specific trade or skill under a skilled employer.
 - a) Full-time employees
 - b) Part-time employees
 - c) Apprentices
 - d) All of the above

4. _____ also work irregularly, their services are usually fixed for a particular project.
 - a) Casual employees
 - b) Full-time employees
 - c) Part-time employees
 - d) Contract employees

5. _____ are those who create employment for themselves instead of working for an employer
 - a) The self-employed
 - b) Contract employees
 - c) Commission and piece-rate employees
 - d) Participants in government-funded training schemes

6. In PR Manager, PR stands for _____.
 - a) Public Resource
 - b) Public Relationship
 - c) Public Relations
 - d) None of the above

14.7 LET US SUM UP

There is enormous scope for employment opportunities in the fashion industry. It contributes a large part to economic development. The fashion industry consists of and is related to various other industries directly or indirectly.

Employment is a relationship between two parties, usually based on a contract, one being the employer and the other being the employee.

Employment opportunities are available in various industries all over the globe. The fashion industry is one of the significant contributors to providing employment opportunities to people. There are multiple job requirements for different roles and designations. Various types of employment are as below.

The self-employed

- Full-time and part-time employees
- Casual employees
- Fixed-term and contract
- Apprentices and trainees
- Commission and piece-rate employees
- Participants in government-funded training schemes

Employment is crucial because it keeps the economy of a country stable. Workers create goods and services for the consumption of people and, in turn, receive a wage. The availability of these goods and services facilitates the freedom of choice among consumers. The stability of a country's economy crucially requires a low unemployment rate, and its happiness comes from job satisfaction.

The fashion industry spreads far and wide across employment sectors. From procuring raw materials to produce fashion products to branding the fashion company to attract more customers, the industry employs thousands of people in each unit. Let us look at some of the branches of the fashion industry that create the need for different kinds of services.

The list is as follows.

- Design and Manufacturing
- Fashion Promotion
- Sales-related careers
- Textiles
- Retail
- Entrepreneurial-minded
- Fashion communicator
- Fashion event Management

14.8 KEYWORDS

Adaptability	the quality of being able to adjust to new conditions
Apprentice	learner; probationer; a person who is learning a trade from a skilled employer, having agreed to work for a fixed period at low wages
Aesthetic	concerned with beauty or the appreciation of beauty
Assemble	fit together the separate component parts of (a machine or other object)
Barrier	hurdle; a fence or other obstacle that prevents movement or access
Booming	having a period of great prosperity or rapid economic growth

Conceptualize	form a concept or idea of (something)
Conflict	dispute, a difference of opinion; a serious disagreement or argument
Consumption	the action of using up a resource
Contribute	give (something, especially money) in order to help achieve or provide something
Consist	be composed or made up of
Enhance	intensify, increase, or further improve the quality, value, or extent of
Enormous	very large in size, quantity, or extent
Intrigue	arouse the curiosity or interest of; fascinate
Procure	obtain (something); acquire
Prominent	important; famous; well known
Scratch	assembled or made from whatever is available, and so unlikely to be of the highest quality
Spatial	relating to or occupying space
Stable	steady; firmly fixed
Streak	stripe
Unemployment	Unemployment occurs when a person who is actively searching for employment is unable to find work
Vast	of very great extent or quantity; immense
Wage	a fixed regular payment earned for work or services, typically paid on a daily or weekly basis

14.9 SUGGESTED BOOKS

- Career Opportunities in the Fashion Industry- Peter Vogt - Second Edition - 2010 - Facts On File, Incorporated
- The Fashion Careers Guidebook - Julia Yates - 2011 - A & C Black
- Your Career As a Fashion Designer - Institute for Career Research - 2015 - CreateSpace Independent Publishing Platform
- Real Resumes for Retailing, Modeling, Fashion and beauty Jobs - Anne McKinney - 2002 - Prep Publishing
- Career Exploration in the Fashion Industry: A Suggested Program Guide - Fashion Institute of Technology (New York, N.Y.) - 1973 - U.S. Government Printing Office

Sources of Images

- Fig. 1 knnindia.co.in
 Fig. 2 mindler.com
 Fig. 3 Fashionisers.com
 Fig. 4 dresspatternmaking.com
 Fig. 5 patternlab.london
 Fig. 6 holiprom.com
 Fig. 7 flickr.com
 Fig. 8 piqsels.com

Answers

Check Your Progress

1. Employment is a state of having paid work. Usually, two main parties are involved in employment, known as employer and employee. An employer is the one who provides the opportunity to work. And, the employee is the one who is paid to work for someone else.

Employment is a situation in which people are engaged in a gainful job. Employment is a relationship between two parties, usually based on a contract, one being the employer and the other being the employee.

2. Employment can be categorized into different types. Various types of work are mentioned below.

Types of employment:

- The self-employed
- Full-time and part-time employees
- Casual employees
- Fixed-term and contract
- Apprentices and trainees
- Commission and piece-rate employees
- Participants in government-funded training schemes

3. Contract employees also work irregularly. However, their services are usually fixed for a particular project. The services are discontinued once the contract is over. For instance, a company hires an architect to design its headquarters. Once the project is over, the architect is no longer employed by the company.

4. Full-time employees usually work up to 40 hours a week or suitable to the employer's needs. For example, corporate employees. Part-time workers work for a set number of hours on fixed days of the week for additional side income. For instance, students working in a library on weekends.

5. Employment is important because it keeps the economy of a country stable. Working individuals can employ their knowledge and skills to enhance the living standard of others by solving technical barriers to growth and development. There are various benefits of the employment mentioned below.

Employment is important because:

- It allows us to earn a livelihood.
- It allows the freedom to make decisions about how one wants to live.
- It allows us to meet other people and expand our network, facilitating opportunities for growth.
- It allows a space for forming friendships and socializing.
- It allows us to develop skills, both work-related and otherwise.
- It allows us to feel valued for our contribution.
- It allows us to participate in the country's economy.
- It allows us to feel like a part of a community through the support

of co-workers.

- It allows us to build a professional foundation and move towards our goals and dreams.
- It allows us to invest in our hobbies and interests and therefore feels happier and relaxed.
- It creates happiness through financial freedom and helps us achieve health goals.
- It ensures stability in a country's economy.
- A healthy relationship between employees and businesses also leads to benefits for the business, in turn affecting the employees' profits.

6. There are different employment opportunities in the fashion industry. The list is as follows.

- Design and Manufacturing
- Fashion Promotion
- Sales-related careers
- Textiles
- Retail
- Entrepreneurial-minded
- Fashion communicator
- Fashion event Management

7. There are multiple job opportunities in the fashion industry in the field of Design and Manufacturing. Interested and skilled people can join any of the below-mentioned jobs.

- Designer
- Patternmaker
- Sample Maker
- Cutter
- Production Manager
- Sales
- Supply-Chain Manager
- Market- Research Analyst

8. Fashion promotion includes a large range of promotional activities that facilitate fashion brands to enhance business, reach a wider audience, and develop business relations that are beneficial for the brand. For a job in fashion promotion, you need the following qualities:

- Creative writing skills for creating convincing copies
- Photography and design skills
- Knowledge of systems and software that facilitate innovative graphics
- Strategic planning abilities for campaigns that intrigue customers
- Understanding of consumer psychology and market requirements
- A good eye for colors, shapes, and aesthetics
- Networking and communication skills

- Knowledge of advertising mediums such as social media, magazines, etc.
- An ability to build relationships and create an impression

Answers – Multiple Choice Questions

1. a) 40 hours
2. b) Computer-Aided Design
3. c) Apprentices
4. d) Contract employees
5. a) The self-employed
6. c) Public Relations

युनिवर्सिटी गीत

स्वाध्यायः परमं तपः
स्वाध्यायः परमं तपः
स्वाध्यायः परमं तपः

शिक्षण, संस्कृति, सद्भाव, दिव्यबोधनुं धाम,
डॉ. बाबासाहेब आंबेडकर ओपन युनिवर्सिटी नाम;
सौने सौनी पांभ मणे ने सौने सौनुं आत्म,
दशे दिशामां स्मित वळे, ढो दशे दिशे शुભ-लाभ.

अत्मण रळी अज्ञानना शाने, अंधकारने पीवो ?
कळे भुद्ध आंबेडकर कळे, तुं था तारो दीवो;
शारदीय अजवाणां पळोव्यां गुर्जर गामे गाम
ध्रुवतारकनी जेम जणळणे अेकलव्यनी शान.

सरस्वतीना मयुर तमारें इणिये आवी गळेके
अंधकारने उडसेलीने उज्जसनां कूल मळेके;
बंधन नडी को' स्थान समयनां जवुं न धरथी दूर,
धर आवी मा उरे शारदा दैन्यतिमिरनां पूर.

संस्कारोनी सुगंध मळेके, मन मंदिरने धामे
सुभनी टपाल पळोये सौने पोताने सरनामे;
समाज केरे दरिये लांकी शिक्षण केरुं वडाण,
आवो करीअे आपण सौ
भव्य राष्ट्रनिर्माण...
दिव्य राष्ट्रनिर्माण...
भव्य राष्ट्रनिर्माण

