

# Fresh Scents®

## IS RETAIL BUYING MORE OF AN ART OR A SCIENCE?



### ART

- ★ Creativity
- ★ Boldness
- ★ Trends
- ★ Newness
- ★ Feel
- ★ Brand



### SCIENCE

- ✓ Margin
- ✓ Sell-through
- ✓ Profit
- ✓ Dates
- ✓ Cost
- ✓ Budget

Some categories and/or retailers may lean more towards art or science.

But the truth is, profitable buying will always be an intricate mix of both.

The problem is you are naturally stronger in either the science of buying or the art of buying.

With this in mind, below are two ways to strengthen your category.

## 1. Leverage your teammates.

You know what you do best, so lean into your strengths. Because where you are weaker, someone else on your team is likely stronger.

Do you lean more science? Maybe your buying assistant has a great eye for trends – ask for their opinion when you're unsure of new style.

Do you lean more art? Maybe your DMM can help you run through your numbers before you make that next bold decision.



## 2. Work on your weakness.

If you are stronger on science: Do just one thing each week to expose yourself to consumer trends, a new product line, or bolder styles.

If you are stronger on art: Do just one thing each week to study spreadsheets, cost optimization, or negotiation.



**Cheers to your buying dance with art and science!**