

EDITOR'S NOTES 06.12.13

'The National Retail Federation expects retail sales to be up 4 percent to \$602 billion during the last two months of the year. That's higher than last year's 3.5 percent growth, but below the 6 percent pace seen before the recession began in late 2007', according to the Associated Press.

Big retailers, such as Wal-Mart and Kohl's, believe they must offer huge discounts with bold and red signs to get customers into shops in the recent Thanksgiving holiday, despite signs that the economy is improving. Big sales events start earlier and more often than in previous holiday seasons, but those discounts eat away at profits. What does a garment cost nowadays? How can we maintain profit margins in view of retailers' big price cut to lure shoppers?



'Black Friday' became 'Before Friday Thursday' this year
Source: The Associated Press

This is one of the case studies we are going to explore in the upcoming **Prime Source Forum** which is scheduled from **1-2 April 2014** in **Hong Kong**.

'This (programme) looks like a really interesting and informative forum. I look forward to the event. I think we all should make an effort and invite some of our large vendors to participate in the forum. This will bring more diversity and experience from different angles into the group. I know that some manufacturers are always there, but I feel that we should have more of our vendors to join the forum ... this may be an effort that all of us can take. Let's get the house full,' stated Mr. Veit Geise who is vice president sourcing of VF Asia will speak in one of the panels of the 9th PSF next April.

Online registration is now open here. The **early bird offers** will expire till **13 Dec**. Click [here](#) for more details about the forum programme or contact [me](#) for the special offers.

Best regards

Josephine Ching | Event Director | Yeh Shen Ltd
Prime Source Forum is organised by Yeh Shen Ltd under licence of APLF.

Click [here](#) for other sections of the News Digest.