

Buying committees: A highly complex buying decision such as introducing a new product line will have – an impact on all areas of retail management. Buyers have to consider supply side; merchandisers consider stock levels & space allocation for products, and store managers concern themselves with how products should be displayed & how it should be sold. Retailers need to have the mechanism by which needs of people involved with products are considered in buying decision-making process. By using a group of people to make buying decisions These groups are referred to as buying committees representatives from all areas of retail business get together on a regular basis to consider P ranges

Advantages: the committee is made up of people who together have a considerable wealth of product expertise, & whatever decision is made has the backing of all members. But, gathering committee takes time & the group may not be able to reach a consensus view, which may result in some buying opportunities being lost