

Mass Merchandisers & Off-Price Apparel Buyers

This directory provides access to executives and buyers for major U.S. and Canadian mass merchandisers, discount stores, off-price chains, warehouse membership clubs, supermarket and drug store chains, and other retailers and chains. These business professionals are presidents, owners, merchandise managers, and purchasing and procurement managers who select and purchase from the entire spectrum of men's, women's, and children's apparel.



Highlights:

- **Over 6,500 Buyers throughout the U.S. and Canada**
 - **Over 3,000 Companies**
 - **Listing Index**
 - **Online Retailers Index**
 - **Wholesale Jobbers Index**
 - **Available on CD**
- **Fully Searchable CD-ROM Databases!!**
Import into the following programs:
 - Microsoft Access
 - Microsoft Excel
 - Goldmine
 - DBase
 - ACT

Listings include the following data elements: contact names & titles (including owners, executives, G.M.M.s, D.M.M.s, buyers), merchandise bought, addresses, phone & fax numbers, Web site address, corporate E-mail address, retail location, sales volume, type of store, and number of stores. The CD includes two free updates during the year.



The Salesman's Guide™
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Key To Store Codes

Explanation of types of business codes included in this directory

AN	Army/Navy Surplus
CONV	Convenience Store
CS	Catalog Showroom
DISC	Discount Store
DOL	Dollar Store
DRUG	Drug Store
FS	Farm Supply Store
GM	General Merchandise Store
HYP	Hypermarket
JOB	Wholesale Jobber
LD	Leased Department Operator
NEC	Not Elsewhere Classified
MO	Mail Order
OL	Online Retailer
OP	Off-Price Retailer
PX	Military Post Exchange
RJ	Rack Jobber
SCR	Screen Printer
SUP	Supermarket
TV	Direct Seller Via Television
VAR	Variety Store
WC	Membership Warehouse Club

SAMPLE ENTRY

NEW HAMPSHIRE – Ione

¹DOBLERDO'S QUIK STOP ²(CONV-98)

(COREY'S STOP-IN)

P.O. Box 43

³98 Lloyd Ln.

Ione, NH 08569

⁴602-856-9532/⁵FAX: 602-856-9533

⁸Sales: \$1 million

⁶Web site: www.doblerdo.com

⁷E-mail: dob@doblerdo.com

⁹Retail Region: NH, VT, ME

¹¹E.L. DOBLERDO (President) & Buys
Hosiery, T-Shirts, Sunglasses, Caps

COREY FLOOD (V.P. & G.M.M.) &
Buys Hosiery, T-shirts, Sunglasses, Store
Displays, Fixtures, Supplies

KEY TO ENTRIES

1. Company Name
2. Store Code – Designates the type of retail operation. The number to the right of the store code indicates the number of locations operated. See following page for a complete explanation of codes.
3. Address – Where applicable, a mailing address will appear first with a corresponding street address following.
4. Telephone Number
5. Fax Number
6. Web site Address
7. E-mail Address
8. Sales Volume – Annual sales as reported by the firms listed.
9. Retail Location
10. Buying Offices (where applicable)
11. Executives & Buyers – Individuals responsible for purchasing apparel and accessories.