Mass Merchandisers & Off-Price

Apparel Buyers

his 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:

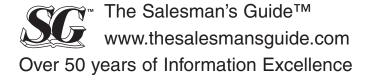
- Over 6,500 Buyers throughout the U.S. and Canada
- Over 3,000 Companies
- Listing Index
- Online Retailers Index
- Wholesale Jobbers Index
- Available on CD

• 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.



Key To Store Codes

Explanation of types of business codes included in this directory

ANArmy/Navy Surplus
CONV
CS
DISC
OOLDollar Store
DRUGDrug Store
FSFarm Supply Store
GM
HYP
IOB
DLeased Department Operator
NEC
MO
DLOnline Retailer
DP Off-Price Retailer
PXMilitary Post Exchange
RJ
SCRScreen Printer
SUPSupermarke
TVDirect Seller Via Television
/AR
NC Membership Warehouse Club

SAMPLE ENTRY

NEW HAMPSHIRE – Ione

DOBLERDO'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: <u>www.doblerdo.com</u>
⁷E-mail: <u>dob@doblerdo.com</u>
⁹Retail Region: NH, VT, ME

"E.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.