

WHAT IS IT?

Retail is the process of selling product to the end consumer. In the recorded music industry, retailers range from small record shops and specialist stores, to multiple chains such as Virgin, HMV, Woolworth, Asda, Tesco, Sainsbury.

There are also digital retailers such as Napster and itunes.

WHY DO I NEED TO KNOW ABOUT THIS?

As a musician or DJ, you may hope to sell your recordings and other products in the future. Apart from selling to your friends and your fans at gigs, you might need the higher profile of selling them via a retailer. Most deals made with retailers involve a distributor, however, it is possible for you to organise this yourself by taking stock directly to stores.

To help you understand how product is sold (retailed) this chapter covers most of the industry 'jargon' which is used in the process of retailing music product.

PROJECT : See Project in Chapter 5 (Distribution)

NOTES AND GUIDANCE

GLOSSARY OF RETAIL TERMS

Buyer

This is the person who is charged with buying in stock (product/records/merchandise) to sell it for a retailer, for profit. A good buyer will understand immediate and current trends and will buy and sell based on experience.

‘ Point of sale’

Larger retail outlets have the ability to offer prominent space to house a poster or other visual display system. This space comes with a charge dependent on the size of the outlet and number of stores taking part.

Barcode

To ensure the correct tracking of each sale of your product, you are able to subscribe and be allocated a unique bar code numbering system. It will carry an initial Country of origin prefix (50 for the UK) this identifies the territory of manufacture, you will then receive a registration number, followed by a number of digits from which you will devise your bar code catalogue numbers for each product sold. An example is set out below.

Product	Bar Code	Catalogue number
CD single	50 – 879789 – 000001	RF CDS 001
CD single remixes	50 – 879789 – 000002	RF CDSR 001
DVD	50 – 879789 – 000003	RF DVD 001

Returns

A natural right for retailers to return unsold stock (records or merchandise). Distributors accept the fact that after the period of sales expires, they can return unsold stock to the company.

PDP

This is the published dealer price which is set by governing chart bodies to ensure that fair trade exists between the buyer (retailer) and the Distributor (seller).