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## Free makeup catalogs

While most people tend to think of a catalog as a shopping guide produced by a retail store, there are several types of catalog formats that are useful in business. Some catalogs are used to organize collections of material and to value the physical property owned by a company or other entity, while other catalog types are useful for conducting research that informs marketing plans. Perhaps the most well-known type of catalog is produced by retail businesses to list and market their product offerings to both current and potential customers. These sales booklets are a list of products a company offers for sale for the current season. They are usually stylized to include photographs of products, trade names and numbers, a description of the product and sometimes the price. Retail catalogs will also include order and shipment information, a company address, the return policy and, most importantly, a copy that promotes the company's brand. All aspects of the catalog are designed to reflect an image and promote the company's message. For example, a clothing company that markets to larger women can communicate strength and sex appeal, while a boutique children's clothing manufacturer can infuse a sense of creativity and whimsy into its promotional material. While the technology has moved a lot of retail shopping online, many catalogs are still produced in a hard copy format. A physical copy that arrives in a consumer's mailbox and can be kept, easily viewed multiple times and forwarded to other potential customers, still has a lot of advertising value. Major retail pushes, especially during the Christmas holidays, often have an increase in the number of retail catalogues produced and shipped directly to consumers. Perhaps one of the best-known retail catalogs is the Sears Big Book Catalog, which was on tap for over 100 years. During its history, it sold a wide range of items, including horse halls, film projection systems, wallpaper, paints, household items and even clothing. While the company no longer produces its overall catalog, opting for an online version instead, it still produces its Christmas Wish Book for the holiday shopping season. Two other types of catalog entries are primarily reserved for internal use when companies must keep track of inventory for sale and the parts necessary to maintain production equipment. Cataloging programs can help businesses keep track of inventory, accurately maintain a quantity in stock for each item in stock, reduce the quantity each time a product is sold, and signal the need to rearrange when a threshold is reached. This internal cataloging of products ensures that the company will have sufficient stock without having a surplus of the product on hand. Production companies can also maintain a catalogue of parts needed to mounting equipment. The entry can include the items needed to repair specific components, part numbers, and the location of the required section. The downtime of the machine can be reduced when the correct components are in stock, and the maintenance technician knows exactly where they are in the building. Groups specializing in elements of cultural interest are another type of organization that uses directories. Museums, art galleries, historical societies and construction sites collect and maintain all collections of cultural significance. A catalog of these items ensures that an accurate record is maintained for each piece, a necessary step to value its value and secure the collection. In many of these directories, there is both a list of the actual physical element, as well as a separate list of digital images taken by the item. Private collectors can also find cataloging a useful practice, especially if the inventory is significant. For example, a coin collector may know a lot about their collection, but as the collection increases, certain details may be lost or forgotten. However, a directory that describes the details of each piece, such as coin type, date of minting, special functions, approximate value, state, and country of origin, will retain all important information in one place. An electronic database with these details will also make it easy to search for information when necessary. Most children are still taught about one of the most basic types of catalog systems: the library directory. For decades, patrons armed with a book title or author's name searched through small drawers of written cards to find books. Then they got a place in the library where they could find the book they wanted. While the features of a library directory are basically the same today, using computerized directories makes your search so much easier. With a few clicks in an online database, a library patron can learn not only where you physically find their desired book, but also have access to a wealth of additional information. Searches can be completed for general terms that produce a variety of options, including audio material, videos, e-books and reference material. Resources can even be retrieved from nearby libraries or accessed online. Business owners and managers should get to know the many features of a library directory since it will benefit their market research and industry analysis work. Large city libraries or business schools offer a lot of material through their online catalog searches for public use. For example, the New York Public Library offers a market research page with links to census, employment and tax data, market research and demographic information, and links to business periodic databases. In this age of information, a library directory with its large collection is the doorway to a wealth of business data. No matter what type of catalog you encounter, all directories have several components in common. In general, they assign all an item number to each record, classify the item in a category, and include a description, which can include the materials that are used, dimensions, and weight for the item. A photograph can also be included to help with identification. Other details include the location of the product, the date of production or creation, and an index or search component, which is useful for the user who searches for a specific item. If you create a catalog for your business's internal use or for retail purposes, make sure to maintain the consistency of the enrollment method. If information is not known, you should fill in not available so that the field is maintained and can be filled in later. As the catalog grows, the consistent fields are transferred more accurate information to a more advanced application. Many applications are available to help create your own business directory. Templates help you organize your data and create an attractive design for publishing. Printing costs are likely to determine the size of the printed catalog, and you can choose to include only items that you want to promote at the moment. Additionally, if you only develop a directory for internal use, a single spreadsheet or database can serve the purpose. Catalogues have always had a special fascination for customers. Not only do they allow customers to browse for and buy goods from the comfort of the home, but they also cut down on time spent wandering the aisles in search of clothes that you might not even wear. Here's what you need to know to get started designing a catalogue yourself. Find out if your catalog is available in print, online, or both. Unless you have enough capital to pay for printing, binding and distributing to new and existing customers, it's probably better to design a catalog that customers can access electronically. An online directory can be available at any time, you can update your content and prices easily, and you can show as much clothing as you want on every online page. Determine the overall appearance of the catalog. Whether you run a home-based business selling custom designs, you create yourself or a store selling clothes produced by someone else, embracing consistency in layout, color, font and tone (e.g. classic, whimsical or vintage). This, of course, depends on the style of goods and the audience you intend to attract. You should present a young women's sportswear line, for example, in a completely different way than a catalogue showing Victorian evening dresses. Study other catalogues. Note the layouts that are most appealing and showcase the items to the best benefit. Pay special attention to (e.g. nature, architecture, streets) and whether they are a distraction or an improvement. Also note the different props that appear in catalog advertising. For example, would you be more likely to buy a winter robe if the model had a cute puppy on her lap in front of a fire? See Resources for more ideas and tips for innovative setups. Decide whether you want to show your wares on live models, dolls or hangers. Unless they are friends or family, models will probably expect payment for their time. Plus, if they're not people your customers can relate to (that is, gorgeous 6-foot-tall women carrying a size 0), customers can shy away from a purchase because they think they could never look so spectacular. While dolls generally represent a somewhat normal physique, they are not exactly convincing personalities. When it comes to hangers-on, it can be hard to imagine how an outfit will drape on the human body if the material just hangs straight. Experiment with creative ways to view your items. For example, try draping your clothes over furniture, or put it on a solid sheet on the ground and photographers from the top of a ladder. If you're a good sketch artist, do pen-and-ink or watercolor renders. Use a high-quality digital camera so you can upload your photos to your computer. Take multiple photos of each item so you have variety to choose from. Use photo editing software to crop your photos, pump up color, or incorporate special effects like a collage. Try to show your goods against an exotic backdrop - for example, a holiday photo. Strive for balance between images and the amount of text. Eschew mess! Tip Take a page from people who use car lots and rotate the screens frequently. Many clothing companies such as Coldwater Creek, Soft Surroundings, Chadwicks and Newport News give their catalogues different covers and change the order of their contents. Take pictures in both natural and artificial light, so you can choose the most comfortable photos. Warnings If you decide on a hard copy directory instead of (or in addition to) an online version, you can shop around. Don't just go with the first one you talk to. Many directories contain a disclaimer stating that the color of an item may not be the exact shadow of the image. consider doing the same. Same.

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