



**ASIAN UNIVERSITY
FOR WOMEN**

**Request for Quotations for Books for AUW
Summary Sheet**

Name of the company	Asian University for Women
Procurement Reference Number	Tender-63
Date of issue of the RFQ	4 th October 2022
Date and Closing Time for RFQ submission	13 th October 2022 (12:01 pm) (GMT +6)
Quotation submission mail address	tender63@auw.edu.bd
Address for Communication	Asian University for Women 20/A M. M. Ali Road Chattogram 4000, Bangladesh Tel: +880-31-285-4980 Fax: +880-31-285-4988

Bidders are invited to submit their proposal in accordance with the enclosed Request for Quotations (RFQ) terms.

AUW reserves the right to reject any or all offers without assigning any reason.

Complete confidentiality should be maintained. Information provided here should be used for its intended scope and purpose. Retention of this RFQ signifies your agreement to treat the information as confidential.

All communication with regard to this request for proposal needs to be directed to AUW directly while in copy of all these communications at the email addresses mentioned in the RFQ mail.

For any further queries can contact in below mail: Primary point of contact for RFQ process and technical queries Mohammed Ishrat Bin Mahbub; Head of Procurement; Email: mohammed.mahbub@auw.edu.bd; Contact Number: +8801926673027; Whatsapp: +8801671470348.

Quotation should be submitted only in the email: **tender63@auw.edu.bd**

No other AUW email should be in TO/CC/BCC. Any proposal violate this instruction may face the cancellation of their proposal.



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Objective

Asian University for Women (AUW) seeks to graduate women who will be skilled and innovative professionals, service-oriented leaders in the businesses and communities in which they will work and live, and promoters of intercultural understanding and sustainable human and economic development in Asia and throughout the world.

Requirements

We, to achieve our objectives, need the following product/services are below:

- **Description of Product/Service: Books**

Sl. #	Course	Title	ISBN	Year	Qty.	Unit (BDT)	Delivery time
1	Fashion Materials	Sinclair, R. (2014) Textiles and Fashion: Materials, Design and Technology, Woodhead Publishing Series in Textiles		2014	1		
2	Fashion Materials	Hallett, C. and Johnston, A. (2010) Fabric for Fashion Laurence King Publishing UK		2022	1		
3	Fashion Materials	Elsasser, V. H. (2007) Textiles: Concepts and Principles Fairchild Publications Inc. USA		2010	1		
4	Fashion Materials	Cohen, A. C. and Johnson, I. (2010) J. J. Pizzuto's Fabric Science Fairchild Publications Inc. USA		2015	1		
5	Fashion Buying	Dillon, S. (2011) The Fundamentals of Fashion Management Bloomsbury Visual Arts		2018	1		
6	Fashion Buying	Fiore, A. M. and Kimle, P. A., (1997) Understanding Aesthetics for the Merchandising and Design Professional Fairchild Publications, New York		2010	1		
7	Fashion Buying	Frings, G. S. Fashion: From Concept to Consumer 9ed. Pearson, London,UK		2007	1		
8	Fashion Buying	Research and Design for Fashion (Basics Fashion Design) Paperback – August 12, 2021 by Richard Sorger (Author), Simon Seivewright (Author), Bloomsbury Visual Arts		2021	1		
9	Fashion Buying	Brannon, E. L. (2010) Fashion Forecasting 4ed. Fairchild Books, New York, USA		2015	1		
10	Fashion Buying	Easey, M. (Ed.) (2009) Fashion Marketing (3rd edition) Wiley-Blackwell, Oxford, UK		2008	1		
11	Fashion Function and Aesthetics	Holyoke, J, 2013. Digital Jacquard Design Bloomsbury Arts		2021	1		



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12	Fashion Function and Aesthetics	Doe, Tamasin, 2015. Textile Design in the Digital Age (Print) Goodman-Books.	2015	1		
13	Fashion Function and Aesthetics	SportsTech : revolutionary fabrics, fashion and design, Thames & Hudson;	2002	1		
14	Garment Technology	Aldrich, W. (2007). Fabric, form and flat pattern cutting. (2nd ed.) Oxford: Blackwell.	2007	1		
15	Garment Technology	Aldrich, W. (2015). Metric pattern cutting for women's wear. (6th ed.) Chichester: Wiley	2015	1		
16	Garment Technology	Bryant, M. W., and DeMers, D. (2006). The spec manual. (2nd ed.) New York, NY: Fairchild Publications.	2005	1		
17	Garment Technology	Bubonia, J. E. (2014). Apparel quality: A guide to evaluating sewn products New York, NY: Fairchild.	2014	1		
18	Garment Technology	Carr, H., Latham, B. and Tyler, D. (2008). Carr and Latham's technology of clothing manufacture. (4th ed.) Oxford: Blackwell Pub.	2008	1		
19	Garment Technology	Cooklin, G., Hayes, S. and McLoughlin, J. (2006). Introduction to Clothing Manufacture. (2nd ed.) Oxford, Blackwell	2006	1		
20	Garment Technology	Glock, R. E. and Kunz, G. I. (2005). Apparel manufacturing: sewn product analysis. (4th ed.). NJ: Pearson.	2004	1		
21	Garment Technology	Jeffrey, M. and Evans, N. (2010). Costing for the fashion industry Bloomsbury Visual Arts	2020	1		
22	Garment Technology	Myers-McDevitt, P. J. (2016). Complete guide to size specification and technical design. (3rd ed.) New York, NY: Fairchild.	2016	1		
23	Garment Technology	Myers-McDevitt, P. J. (2011). Apparel production management and the technical package New York, NY: Fairchild.	2010	1		
24	Garment Technology	Szkutnicka, B. (2010) Flats technical drawing for fashion London: Laurence King.	2010	1		
25	Management and the Apparel Pipeline	Jones, R.M. (2006). The Apparel Industry (2nd Edition) Oxford, UK: Blackwell Publishing.	2006	1		
26	Management and the Apparel Pipeline	Varley, R., Roncha, A., Radclyffe-Thomas, N & Gee, L. (2019) Fashion Management: A Strategic Approach London, UK: Macmillan International/Red Globe Press	2018	1		



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27	Garment Production Technology	Cooklin, G. 1997. Garment Technology for Fashion Designers Blackwell Science Ltd, Australia.	2012	1		
28	Fashion Product Development	Boardman, R., Parker-Strak, R., Henninger, C.E. (2020). Fashion Buying and Merchandising: The Fashion Buyer in a Digital Society, Routledge	2020	1		
29	Fashion Product Development	Brannon, E., (2000) 'Fashion Forecasting Fairchild Publications, Inc.	2010	1		
30	Fashion Product Development	Jackson, T. & Shaw, D. (2009), 'Mastering Fashion Marketing Palgrave Macmillan	2008	1		
31	Fashion Product Development	Jackson, T & Shaw, D (2001) 'Mastering Fashion Buying and Merchandising Management' Palgrave Macmillan	2000	1		
32	Fashion Product Development	McKelvey, K. & Munslow, J. (2008) 'Fashion forecasting' Wiley-Blackwell	2008	1		
33	Fashion Management	Varley, R., Roncha, A., Radclyffe-Thomas, N & Gee, L. (2019) Fashion Management: A Strategic Approach, London, UK: Macmillan International/Red Globe Press	2018	1		
34	Operations Management	Slack, N, Brandon-Jones, A and Johnston, R (2016). Operations Management Harlow, UK: Pearson Education Limited	2022	1		
35	Buying Communication	Boardman, R., Parker-Strak, R., Henninger, C.E. (2020). Fashion Buying and Merchandising: The Fashion Buyer in a Digital Society Routledge	2020	1		
36	Buying Communication	Bowles, M. (2012), ' Digital Textile Design', 2nd ed. Laurence King	2012	1		
37	Buying Communication	Burke, S., (2011), 'Fashion Designer: Concept to Collection Burke Publishing	2011	1		
38	Buying Communication	Clark, J, (2015) Fashion Merchandising Palgrave, London	2020	1		
39	Buying Communication	Davis Burns, L. & Bryant, N.O. (2002) 'The business of fashion: designing, manufacturing and marketing' 4ed. Fairchild Publications	2011	1		
40	Buying Communication	Goworek, H., (2007), 'Fashion Buying John Wiley & Sons	2007	1		



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41	Buying Communication	Rath, P.M. (2015). The why of the buy: consumer behavior and fashion marketing Fairchild Books	2014	1		
42	Digital Branding	Davis, M (2009), The Fundamentals of Branding AVA Publishing, Bloomsbury	2009	1		
43	Digital Branding	Graham, B & Anouti, C. (2018). Promoting Fashion Laurence King Publishing	2018	1		
44	Digital Branding	Ryan, D. (2017), Understanding Digital Marketing, 4ed. Korgan Page, London, UK.	2020	1		
45	Digital Branding	The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly 8th Edition by David Meerman Scott (Author) Hoboken, New Jersey: John Wiley & Sons.	2022	1		
46	Digital Branding	Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler John Wiley & Sons.	2017	1		
47	Fashion Brand Promotion	Clow, K E and Baack, D (2012) Integrated advertising, promotion and marketing communications 5th edition 9th Global Edition Pearson, Harlow.	2021	1		
48	Fashion Brand Promotion	Hackley, C. (2005) Advertising and Promotion: Communicating Brands Sage, London	2021	1		
49	Fashion Brand Promotion	Jackson, T. and Shaw, D. (2009), 'Mastering Fashion Marketing Palgrave Macmillan	2008	1		
50	Fashion Brand Promotion	Easey, M. (2002) Fashion Marketing, 3rd ed. Blackwell Science, Oxford	2008	1		
51	Fashion Brand Promotion	Lea-Greenwood, G. (2012) Fashion Marketing Communications Blackwell Science, Oxford	2013	1		
52	Fashion Brand Promotion	Pringle, H. (2004) Celebrity Sells Wiley, Chichester, UK	2004	1		
53	Fashion Brand Promotion	Bell, J. & Ternus, K. (2006) Silent Selling: Best Practices and Effective Strategies in Visual Merchandising, 5ed. Fairchild, New York	2017	1		
54	Fashion Brand Promotion	Harrison, S. (2000) Public Relations Thomson learning, London	2010	1		
55	Fashion Brand Promotion	Oldfield et al (2000) Contemporary Cases in Retail Operations Management Macmillan, London	2000	1		



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56	The In-Store Environment	Barrenche, R. (2005) New retail London Phaidon		2005	1		
57	The In-Store Environment	Beekmans, J. and de Boer. J. (2014) Pop-Up City: City-Making in a Fluid World Laurence King		2014	1		
58	The In-Store Environment	Berman, B. and Evans, J., R. (2009) Retail management: A strategic approach. 13th Global Edition Harlow: Pearson Education		2017	1		
59	The In-Store Environment	Colemen, P. (2006) Shopping environments: Evolution, planning and design Published by Routledge		2006	1		
60	The In-Store Environment	Flagship Marketing: Concepts and places By Tony Kent, Reva Brown London: Routledge		2012	1		
61	The In-Store Environment	Kim, Y-K., Sullivan, P., & Forney, J. C. (2007). Experiential retailing: Concepts and strategies that sell New York: Fairchild		2007	1		
62	The In-Store Environment	Holloman, C. (2012) The social media MBA: Your competitive edge in social media strategy development & delivery. UK: John Wiley & Sons Ltd.		2012	1		
63	The In-Store Environment	McGoldrick, P. (2002), Retail marketing 2ed. McGraw-Hill, UK		2002	1		
64	Commercial Design & Make	Aldrich, W. (2015). Metric pattern cutting for women's wear 6th edn. Chichester: Wiley		2015	1		
65	Commercial Design & Make	Babu, V.R. (2012). Industrial engineering in apparel production. New Delhi: Woodhead Publishing India.			1		
66	Commercial Design & Make	Brown, P. and Rice, J. (2014). Ready-to-wear apparel analysis. 4th edn. Boston: Pearson.		2013	1		
67	Commercial Design & Make	Bubonia, J.E. (2014). Apparel quality: a guide to evaluating sewn products New York: Fairchild Publications.		2014	1		
68	Commercial Design & Make	Cooklin, G., Hayes, S.G., McLoughlin, J. and Fairclough, D. (2011). Cooklin's garment technology for fashion designers 2nd edn. Hoboken: John Wiley & Sons.		2012	1		



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69	Commercial Design & Make	Gersak, J. (2013). Design of clothing manufacturing processes: a systematic approach to planning, scheduling and control Cambridge: Woodhead Publishing.	2018	1		
70	Commercial Design & Make	Glock, R.E. and Kunz, G.I. (2005). Apparel manufacturing: sewn product analysis 4th edn. Upper Saddle River, N.J.: Pearson	2004	1		
71	Commercial Design & Make	Grice, P. 2019. Digital Pattern Cutting for Fashion with Lectra Modaris London, UK: Bloomsbury	2019	1		
72	Commercial Design & Make	Keiser, S. and Garner, M. (2012). Beyond design: The synergy of apparel product development 3rd edn. New York: Fairchild Publications.	2012	1		
73	Strategic Management	Barney, J.B. & Hesterly, W.S. (2010). Strategic Management and Competitive Advantage: Concepts and Cases 6ed. Global Edition Pearson, UK	2018	1		
74	Strategic Management	Boardman, R., Blazquez, M., Henninger, C.E., & Ryding, D. (2019) Social Commerce: Consumer behaviour in online environments Palgrave Macmillan: Cham Switzerland	2019	1		
75	Strategic Management	Daft, R.L. (2010). New Era of Management (9th Ed) 10ed. Cengage: Andover, UK.	2012	1		
76	Strategic Management	Strategic Management: Concepts and Cases (7th Edition) by Fred R. David (Author) Prentice Hall, USA	1999	1		
77	Strategic Management	Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition 17ed. Pearson, UK	2022	1		
78	Strategic Management	De Wit, B. and Meyer, R. (2017). Strategy Synthesis. Process, Content and Context (7th Edition)		1		
79	Strategic Management	De Wit, B. (2020) Strategy: An international perspective, 7th edition Cengage Learning EMEA	2020	1		
80	Strategic Management	The Delta Model: Reinventing Your Business Strategy 2010th Edition by Arnolde C. Hax (Author) Springer: Heidelberg	2009	1		
81	Strategic Management	Porter, M, E (1985). Competitive Advantage: Creating and Sustaining Superior Performance Free Press	1998	1		
82	Buying Strategy	Principles of Marketing, 18th Global Edition by Philip Kotler (Author), Gary Armstrong (Author) Pearson, UK	2020	1		



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83	Buying Strategy	Boardman, R., Parker-Strak, R., Henninger, C.E. (2020). Fashion Buying and Merchandising: The Fashion Buyer in a Digital Society Routledge	2020	1		
84	Buying Strategy	Clark, J. (2015) Fashion Merchandising Palgrave, London	2020	1		
85	Buying Strategy	Connell, D. (2010) A Buyer s Life Fairchild, New York	2009	1		
86	Buying Strategy	Diamond, E. (2006) Fashion Retailing: A Multi Channel Approach Fairchild Books	2015	1		
87	Buying Strategy	Fernie, J. & Grant, D (2015) Fashion Logistics Kogan Page, London	2019	1		
88	Buying Strategy	Eberle, H., et al., (1999) Clothing Technology 6ed. Verlag Europa-Lehrmittel Nourney, Vollmer GmbH & C	2013	1		
89	Buying Strategy	Elliott, F. & Rider, J., (2007) Retail Buying Techniques Mercury Business Books	2007	1		
90	Buying Strategy	Gorgen Wolfe, M G, (1998) The World of Fashion Merchandising Goodheart-Willcox	1998	1		
91	Buying Strategy	Goworek, H (2009) Fashion Buying 2nd ed. Wiley-Blackwell, London	2007	1		
92	Buying Strategy	Fashion Buying: From Trend Forecasting to Shop Floor (Basics Fashion Management) 2nd Edition by Dimitri Koumbis (Author), David Shaw (Author) Bloomsbury Visual Arts	2017	1		
93	Buying Strategy	Varley, R. (2001) Retail Product Management Routledge	2014	1		
94	Fashion Business in the Digital Age	Chaffey, D (2015). Digital Business and E-Commerce Management Fifth Edition UK: Pearson	2019	1		
95	Fashion Business in the Digital Age	Johnson, G, Scholes, K and Whittington, R (2008). Exploring Corporate Strategy (8th Edition) Pearson College		1		
96	Fashion Business in the Digital Age	Vom Brocke, J, Seidel, S and Recker, J (Eds.) (2012). Green Business Process Management: Towards the Sustainable Enterprise Berlin: Springer-Verlag	2012	1		
97	Advanced Manufacturing Technologies	Heagney J, 2016, Fundamentals of Project Management, 5th Edition AMACOM Division of American Management Association International ISBN: 9780814437377	2016	1		
98	Marketing Foundations	Fahy, J. and Jobber, D. (2015). Foundations of Marketing, 6th Edition McGraw-Hill Education	2019	1		
99	Marketing Foundations	Masterson, R., Phillips, N. & Pickton (2017). Marketing: An Introduction 5ed. Sage	2021	1		



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100	Fundamentals of Financial Reporting	Atrill & McLaney, Financial Accounting for Decision Makers, 10th edition Pearson, UK	2022	1		
101	Organizational Behavior	Arnold, J. Randall, J. Patterson, F. Silvester, J. Robertson, I. Cooper, C. & Burnes, B. (2010) Work psychology: understanding human behaviour in the workplace 7ed. Pearson, UK	2020	1		
102	Organizational Behavior	Robbins S (2018) Organizational Behavior, 18th Global Edition Pearson, UK	2021	1		
103	Corporate Contracting and Managerial Behaviour	Tirole J. 2006. The Theory of Corporate Finance Princeton University Press	2006	1		
104	Fundamentals of Management Accounting	Drury, C. & Tayles, M. (2021) Management Accounting for Business 8th edition Cengage	2021	1		
105	Managing Projects	Core Text: Pinto, J. 2020. Project Management Achieving Competitive Advantage 5th edition. Pearson, UK	2019	1		
106	Financial Statement Analysis	Palepu, K., Healy, P. and Peek, E. (2019) Business Analysis and Evaluation – IFRS Standards Edition, Fifth edition Cengage, USA	2019	1		
107	Consumer Behavior	Sethna & Blythe (2019) Consumer Behaviour 4ed. Sage, London	2019	1		
108	Advanced Corporate Finance	Brealey, R. A., S. C. Myers and F. Allen, 2010, ISE Principles of Corporate Finance, 13ed. McGraw-Hill, UK	2019	1		

1. Information need to be submitted:

- a) Trade license
- b) Company details
- c) Delivery date
- d) Client Information.
- e) TIN
- f) BIN
- g) Inform VAT/TAX including or excluding details.

Please note that this offer is subject to the following terms and conditions:

1. The quantities mentioned are tentative quantities required and may change at the time of the finalization of the contract/PO.
2. AUW reserves the right to award the contract to one or more bidders. Accordingly, the final quantities required will be divided among successful bidders. The quantities so divided will be at the sole discretion of AUW.
3. AUW reserves the right to cancel the bidding before or after the receipt of bids or also after the opening of bids and call for fresh bids. AUW also has the right to reject any bid without assigning any reason.
4. Bids incomplete in any respect will not be considered.
5. Please mention your payment terms in the bid.
6. Any query for clarification on the bid can be had from the undersigned latest by 13th October, 2022 11:00 am. Please note that any inquiry received from any bidder will be sent to all bidders without disclosing the source of the inquiry.
7. Bidder can participate in any single item.
8. The basic rates quoted should be effective until 15th December, 2022