

RETAIL MANAGEMENT



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Description

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M.K 6.6 RETAIL MANAGEMENT

OBJECTIVE

The objective is to enable students to acquire skills in Retail Management.

Unit 1: INTRODUCTION TO RETAILING .

Definition – functions of retailing - types of retailing – forms of retailing based on ownership. Retail

theories – Wheel of Retailing – Retail life cycle. Retailing in India – Influencing factors – present Indian

retail scenario. Retailing from the International perspective

Unit 2: RETAIL CONSUMER BEHAVIOUR

Buying decision process and its implication to retailing – influence of group and individual factors.

Customer shopping behaviour - Customer Service satisfaction. Retail planning process – Factors to

consider – Preparing a complete business plan – implementation – risk analysis.

Unit 3: RETAIL OPERATIONS

Choice of Store location – Influencing Factors, Market area analysis – Trade area analysis – Rating Plan

method - Site evaluation. Retail Operations: Store Layout and visual merchandising – Store designing –

Space planning, Retail Operations - Inventory management – Merchandise Management – Category

Management.

Unit 4: RETAIL MARKETING MIX

Retail marketing mix –Introduction. Product – Decisions related to selection of goods (Merchandise

Management revisited) –Decisions related to delivery of service. Pricing – Influencing factors –

approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place – Supply channel –

SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies.

Promotion – Setting objectives – communication effects - promotional mix. Human Resource

Management in Retailing – Manpower planning – recruitment and training – compensation – performance appraisal.

Unit 5: IMPACT OF IT IN RETAILING .

Non store retailing (E tailing) The impact of Information Technology in retailing - Integrated systems and

networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer

database management system. Legal aspects in retailing. Social issues in retailing. Ethical issues in retailing.

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