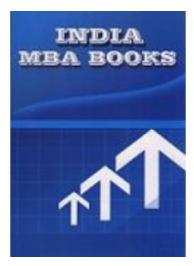
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PREVIEW OF CHAPTERS SYLLABUS

RETAIL BUSINESS ENVIRONMENT

Description

- 1. Introduction to Retail Environment: The functions of retailing, Retail formats, Successful Retailing.
- 2. Structural change in retail environment: Various types of changes, Sociodemographic change, Technology and economic change, socio-economic changes, Impact of changes on retail industry.
- 3. International Retailing: Internationalization and Globalization: Shopping at World Stores,

Internationalization and Globalization, Going International, The Internationalization Process, Culture, Business and International Management.

4. Retailing Structure: Environment & competition, Competitive Environment in different Retail Sectors, Govt.

Policies in Retail Sectors, Retail Development and Competition.

- 5. Managing retailing in good times and bad: Changes in consumer spending, Impact of economic fluctuation on Retailing industry, Maintaining the balance in the economy, Govt. macroeconomics policy in retail industry,
- Managing Fluctuations in Retail Industry, Dealing with recession in retail industry
- 6. Retail planning and environment: Strategic planning process, SWOT analyses of retail sector, Integrated marketing system forging Relationship for success in retail, Role of retail formats and merchandise
- 7. The Customer and the Retail Business: Knowing Your Customers: Focusing on the consumer, Mapping out society: Psychographics, Postmodern Consumers, Learning Attitudes, Motivation and Perception, Modeling Consumer Behavior.
- 8. Logistics and Distribution: Shipping the Goods to Market: The Distribution Process, The stages of distribution, Trends in supply chain management, Physical Distribution and Inventory Management, Warehouse Management.
- 9. People in Retailing: Making People Matter: Retail Employment, Planning the Workforce, Management and Organizational Culture, Personnel Management and

Administration, Health and Safety.

10. A Review of Retailing: Environment and Operations: Retail Change: A Review, Cultural Transformation and Retailing, New Approaches in Retailing, Emerging Themes and Niches, Building for the future: Learning from the past.

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