

# RETAIL BUSINESS ENVIRONMENT SOLVED NOTES EBOOK CHAPTERWISE



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## **Short Description**

**RETAIL BUSINESS ENVIRONMENT SOLVED NOTES EBOOK  
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**Product Details: RETAIL BUSINESS ENVIRONMENT SOLVED NOTES  
EBOOK CHAPTERWISE**

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**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Edition Description: 2018-19**

**Pages : 220+**

## **RATING OF EBOOK: EXCELLENT DOWNLOAD IN FEW HOURS**

### **1. DOWNLOAD EBOOK WITH NOTES CHAPTER WISE**

## **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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**2. Detail chapter wise quality notes**

**3. Ready to print**

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**5. Huge selling**