

Retail Management



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Description

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RETAIL MANAGEMENT

Unit-I

Retailing – An Introduction: Definition, Functions, Importance, Types of Retailing – Store and Non-store; Retailing in India – Current Scenario, Retailing from International Perspectives; Consumer buying decision process – Influencing Factors, Consumer Shopping Behavior.

Unit-II

Retail Planning – Purpose, Method, Structure and Monitoring the Plan; Retail Brand Management – Positioning, Personality, Types of Brand, Brand and Life Cycle; Merchandise Management – Meaning, Methods, Assortment and Inventory; Purchase Negotiation, Supply Channel and Relationship, SCM Principles, and Retail Logistics.

Unit-III

Retail Location Decision – Trading Area Analysis, Types of Location Site Evaluation; Store Design Layout and Space Management, Visual Merchandising and Displays; Retail Pricing - Approaches, Influencing Factors, Price Sensitivity, and Mark down Policy.

Unit-IV

Retail Promotion – Setting Objectives, Role of Advertising, Sales Promotion, Personal Selling Public Relations and Relationship Marketing in Retailing; Human Resource Issues and Considerations; Customer Service Management. **Unit-V**

Impact of Information Technology in Retailing – Integrated Systems and Networking
EDI, Bar Coding, Customer Database Management. Electronic retailing – Role of Web,
Online Retailing, Factors to be considered in having a Website, Limitations of Web and
Future Trends; Consumerism and Ethics in Retailing – Social and Green Issues; Retail
Audit.

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