

Retail Marketing SOLVED NOTES EBOOK CHAPTERWISE



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Short Description

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Description

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Product Details: Retail Marketing SOLVED NOTES EBOOK CHAPTERWISE

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Edition Description: 2018-19

Pages : 250+

RATING OF EBOOK: EXCELLENT DOWNLOAD IN FEW HOURS

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PREVIEW OF CHAPTERS SYLLABUS

Retail Marketing

Unit – I

An overview of Retailing - Types of stores - Product Retailing vs. Service Retailing - Non store Retailing - Retail strategy - Achieving competitive advantage and positioning Retailing environment - Legal, Social, Economic, Technological, issues - Trends in the Indian Retailing Industry.

Unit - II

Retail store location and layout - Country/Region analysis - Trade area analysis - Site evaluation and selection - Store design and layout - Comprehensive store planning - Exterior design and layout - Interior store design and layout - Interior design elements.

Unit - III

Planning merchandise needs and merchandise budgets - Methods for determining inventory evaluation - Assortment planning, buying and vendor relations - Merchandise pricing - Price strategies - Psychological pricing - Mark-up and markdown strategies.

Unit - IV

Communicating with the retail customer - Retail promotion mix Advertising - Sales promotion - Publicity - Retail selling process - Retail database- In-store customer service.

Unit - V

Globalization and changing retail formats – Online retailing - International Retailing – Opportunities and Challenges - Market entry formulas - New customized formats (customized stores, portable stores, merchandise depots, retail theater, service malls, customer-made stores, interactive kiosk ‘shopping arcades’)

Details

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