

# RETAILING MANAGEMENT



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## Short Description

**TELANGANA UNIVERSITY RETAILING MANAGEMENT**

## Description

**RETAILING MANAGEMENT  
SOLVED PAPERS AND GUESS**

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**RATING OF BOOK: EXCELLENT**

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# **RETAILING MANAGEMENT**

## **UNIT: I**

Introduction to Retail: What is Retail? - Functions of a retailer-Evolution of Retail in India-Challenges to Retail Development in India-Retail marketing mix-Franchising-Types of retailing.

## **UNIT: II**

The Evolution of Retail formats-Theories of retail development-Environmental, Cyclical and Conflict Theory-The Concept of life cycle in Retail-Innovation, accelerative growth-Maturity-Divide-Phases of growth in retail markets-Business models in retail-Classification based on ownership /Merchandise offered/Franchising /Non Store Retailing/Direct selling/Direct response marketing

## **UNIT: III**

Retailing And Customers-introduction-Retailing and consumption-Changing consumer-demographics-Life style changes-Consumer buying process- Shopping behavior-Retail outlet choice--The factors influencing the retail shopper -The buying decision process and the implications for retail management-Retail marketing strategy

## **UNIT: IV**

Retail store locations-Types of retail locations-Steps involved in choosing a location-Retail Merchandising-Definition-Role and responsibilities of merchandiser, buyer- the process of Merchandise planning- the methods of merchandise procurement.--Category management.

## **UNIT: V**

International Retailing-Concept-Eclectic, Push-Pull, Strategic Management theories of internationalization-Market entry strategies-Factors determining choice of entry methods-Leading international retailers in the world.

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