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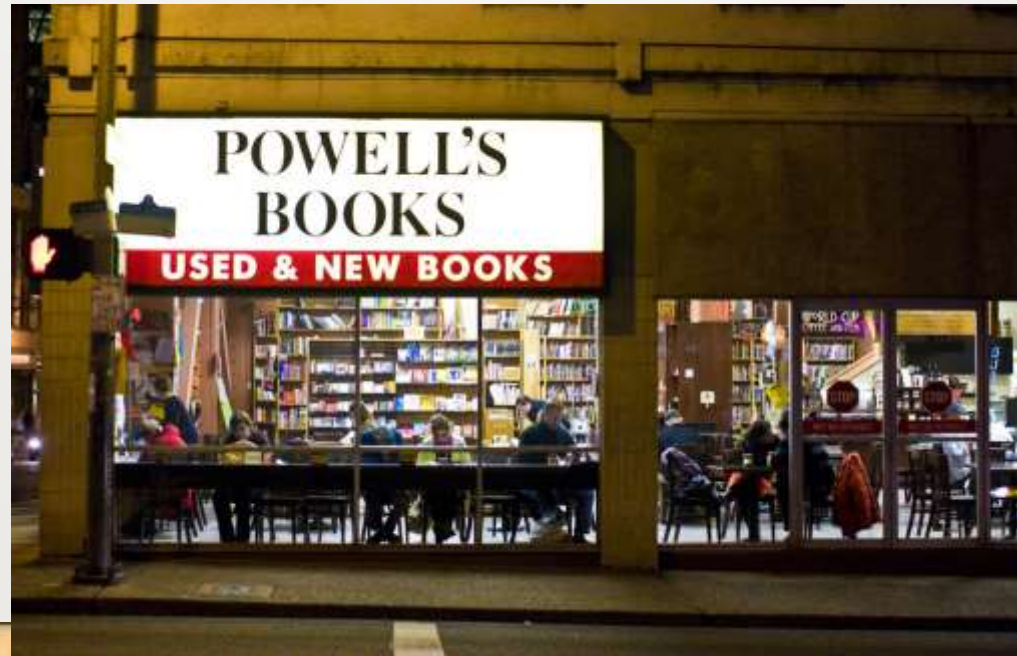
BBA402- Marketing Management

Lecture 27- Place, Distribution channel- Retail

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Retail

- Retailing involves all activities required to market consumer goods and services to ultimate consumers who are purchasing for individual or family needs

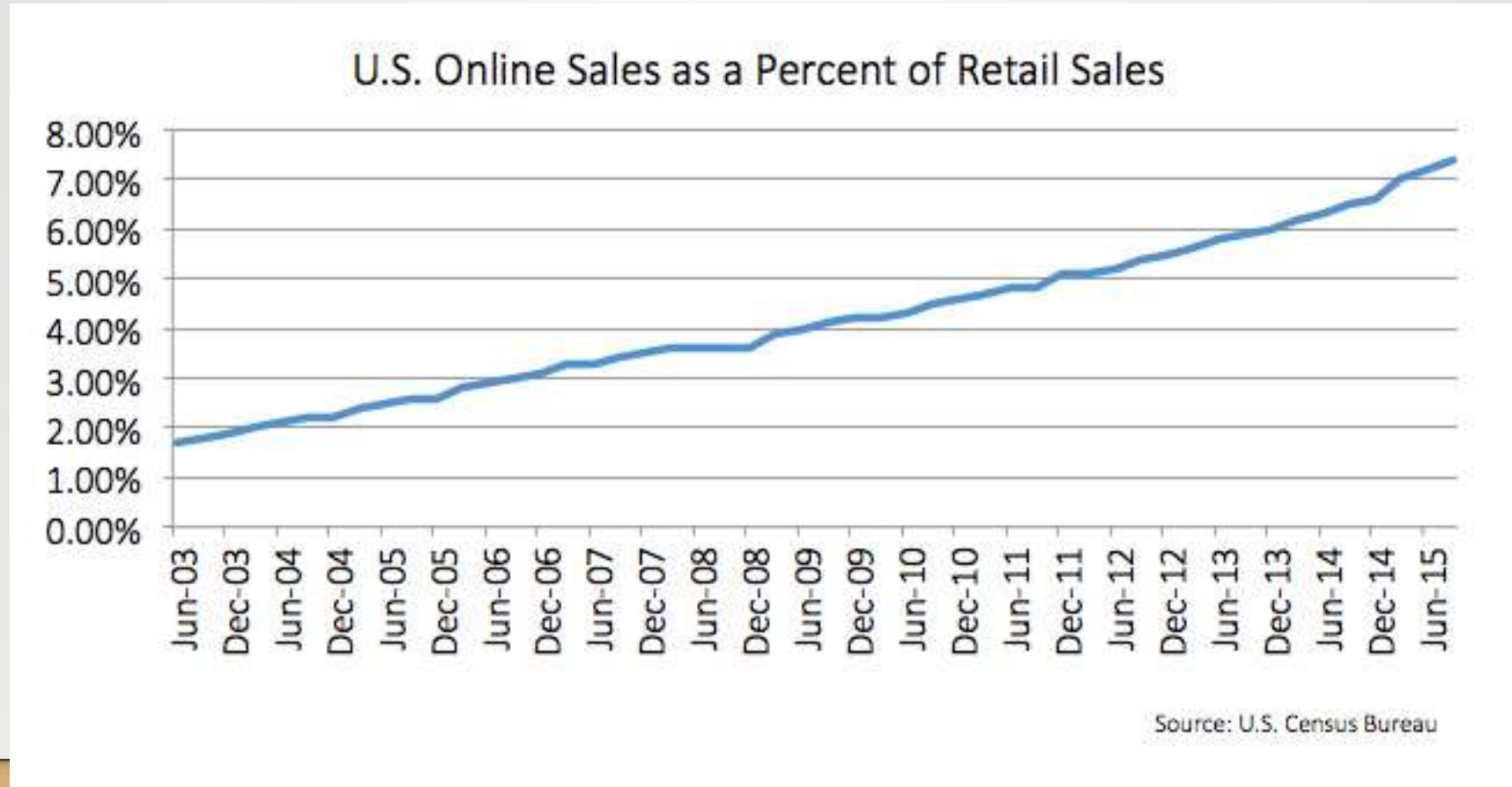


Types of Retail

- Online
- Catalog
- Franchise
- Supermarket
- Malls and shopping centers
- Chain store
- Department store
- Warehouse store
- Non-store (right)



Online Sales are Growing, but Still Under 10%



Retailers create a shopping experience through presentation and personnel



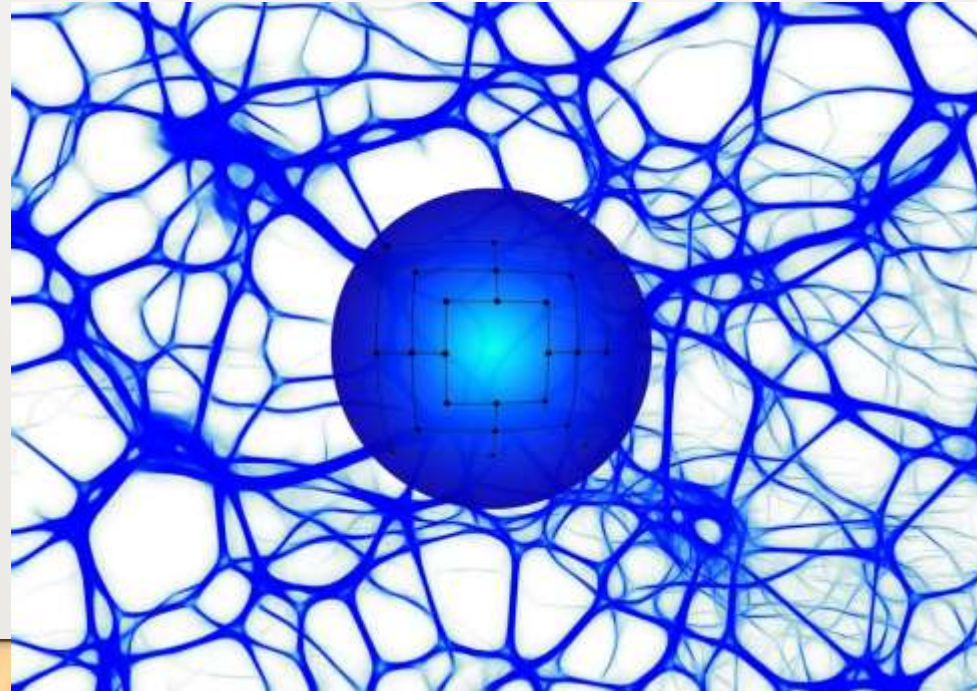
Supply Chain Management

- The supply chain includes everything from product development, sourcing of materials, actual production, and transportation logistics
- Supply chain management activities maximize customer value and allow the company to gain a competitive advantage



Integrated Supply Chain Management

Within the supply chain organization sourcing, demand planning, inventory planning, warehousing, logistics, and order-fulfillment functions must work together



Practice Question

- Here is a supply chain for peanut butter
- How would a diagram of a marketing channel be similar? Different?



Quick Review

- What are channels of distribution? Why do organizations use them?
- How do channels affect the marketing of products and services?
- What are the types of retailers? How are they used as a channel of distribution?
- How does integrated supply chain management support an effective distribution strategy?