



# RAMA UNIVERSITY

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## E-Content BCH-604 : Retailing Management

### Lecture 1

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# Syllabus

Unit	Content	Hrs./Weightage
Unit 1:	Overview of Retailing Environment and Management: Retailing, Definition and Concept, Functions of Retailing Driving Forces for Retailing, Building and Sustaining Relationships, Strategic Planning, Structural Change, Type of Retail Outlets, Market Structure, Retail Planning, Development and Control. The Customer and Retail Business: Society, Learning, Attitude. Motivation and Perception.	10/25%
Unit 2:	Situational Analysis: Retail Institutions by Ownership. Retail Institutions by Store-based Strategy-Mix, Web, Nonstore-based and other Forms of Non Traditional Retailing. Targeting Customers and Gathering Information. Choosing a Store Location: Trading Area Analysis, Site Selection,. Store Design and Layout, The Store and its Image, The External Store, Internal Store, Display, Visual Merchandising.	10/25%
Unit 3:	Managing Retail Business: Retail Organization and HRM, Retail Organization and Operations Management, Financial Dimensions, Managing Retail Services. Service Characteristics, Branding, Perceptions	10/25%
Unit 4:	Delivering the Product: Retail Information Systems, Merchandise Management Retail Pricing, Development and Implementing Plans, People in Retailing. International Retailing: Internationalization and Globalization, Shopping at World Stores, Going International, The Internalization Process, Culture, Business and International.	10/25%



# 1. Retail management- An overview

# Management



Management refers to the process of bringing people together on a common platform and make them work as a single unit to achieve the goals and objectives of an organization. Management is required in all aspects of life and forms an integral part of all businesses.

# What is Retailing?

- **Retailing** – a set of business activities that adds value to the products and services sold to consumers for their personal or family use.
- A **retailer** is a business that sells products and/or services to consumers for personal or family use.

# Retail Management

- **The various processes which help the customers to procure the desired merchandise from the retail stores for their end use refer to retail management.**
- Retail management includes all the steps required to bring the customers into the store and fulfill their buying needs.
- Retail management makes shopping a pleasurable experience and ensures the customers leave the store with a smile. In simpler words, retail management helps customers shop without any difficulty.



# Examples of Retailers



# Nature of Retail Industry is Changing

