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## E-Content BCH-604 : Retailing Management

### Lecture 16

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# Lifestyle Centers

- Usually located in affluent residential neighborhoods
- Includes 50K sq. ft. of upscale chain specialty stores
- Open-air configuration
- Design ambience and amenities
- Upscale stores
- Restaurants and often a cinema or other entertainment
- Small department store format may be there

# Outlet Centers

These shopping centers contain mostly manufacturers and retail outlet stores



Courtesy of Beall's, Inc.

# HRM in retail

What is HRM??

- Human Resource Management (**HRM**) is the term used to describe formal systems devised for the management of people within an organization.
- The responsibilities of a human resource manager fall into three major areas: staffing, employee compensation and benefits, and defining/designing work

# Functions and significance of HRM in retail

- Identifying the roles in the organisation
  - Buying and merchandising
  - Store management and operations
- Recruiting and selecting employees
- Training (induction, skill devt.)
- Motivating employees
- Compensation and benefits
- Evaluating performance of employees

# Organisation structure in retail

- An organisation structure enables the activities and tasks to be performed by each employee.
- It determines the **lines of authority and responsibility** in the firm

# Basis to designs of organisation structure

- Organisational size
- Scale of operations (local, regional, national or international)
- Strategy (Differentiation strategy or cost leadership)
- Environment
  - Stable environment (customer's desire are mostly consistent)
  - Dynamic environment (customer's desires are continuously changing)
- Departmentalization