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E-Content BCH-604 : Retailing Management

Lecture 2

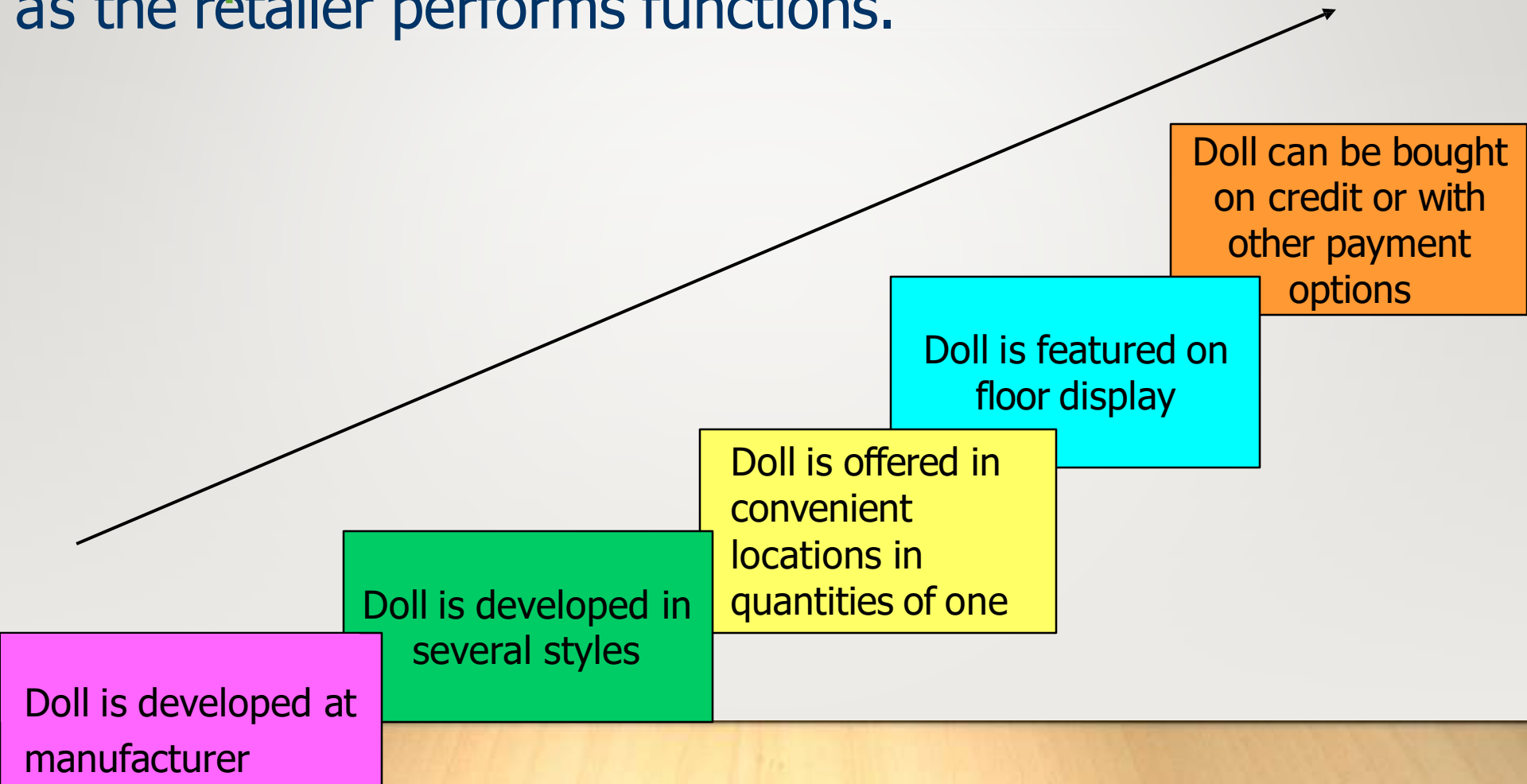
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How Retailers Add Value

- 
- Breaking Bulk
 - Holding Inventory
 - Providing Assortment
 - Offering Services

How Retailers Add Value

The value of the product and service increases as the retailer performs functions.

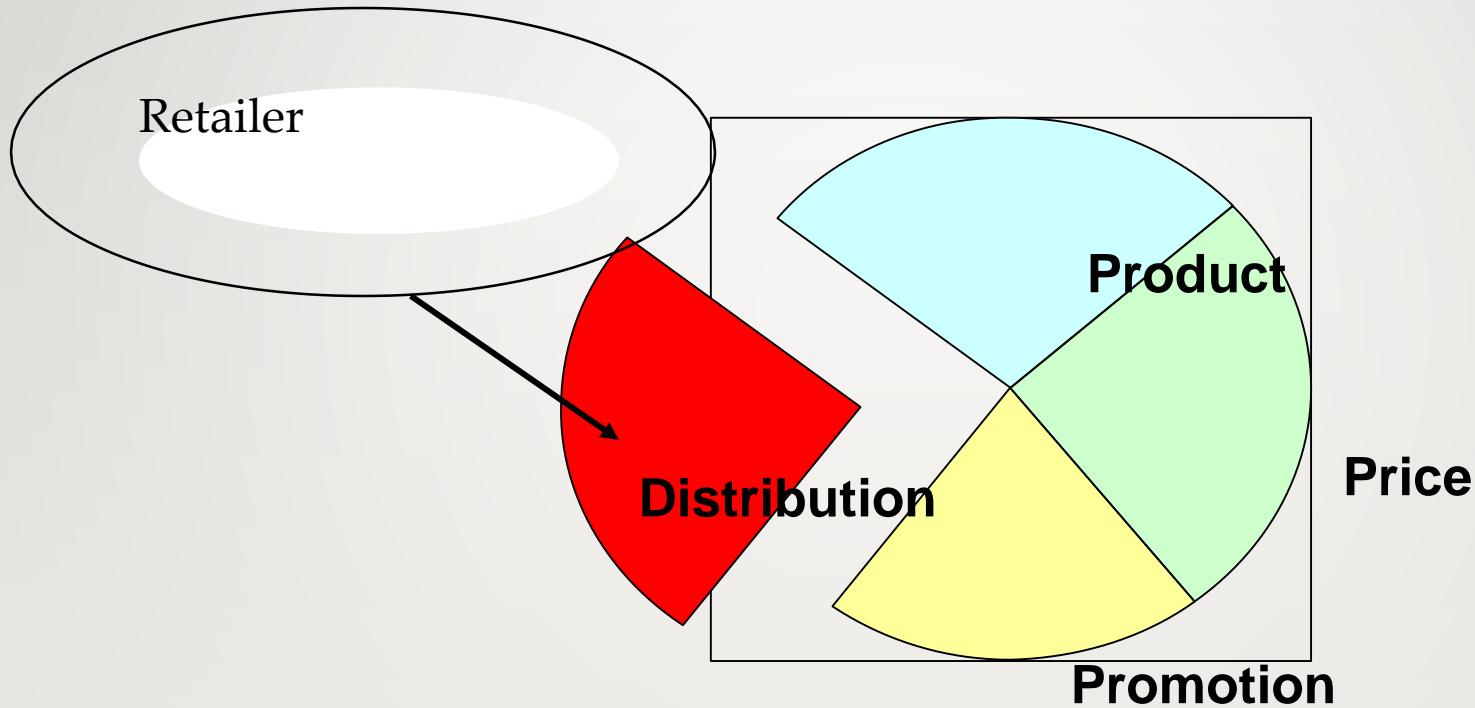


Functions of a retailer

- Creates value (Assorting, breaking bulk, holding inventory, providing services)
- Customer convenience
 - Access to a broad variety
 - Create place, time, and possession utilities
- Important link in the supply chain
- Supply of information
- Risk bearing (Spoilage, natural risks, change in customer's taste)
- Financing
- Introduction of new products
- Advertising
- Economic development

Manufacturer's Perspective

The Four P's of Marketing



Distribution Channel

