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E-Content BCH-604 : Retailing Management

Lecture 22

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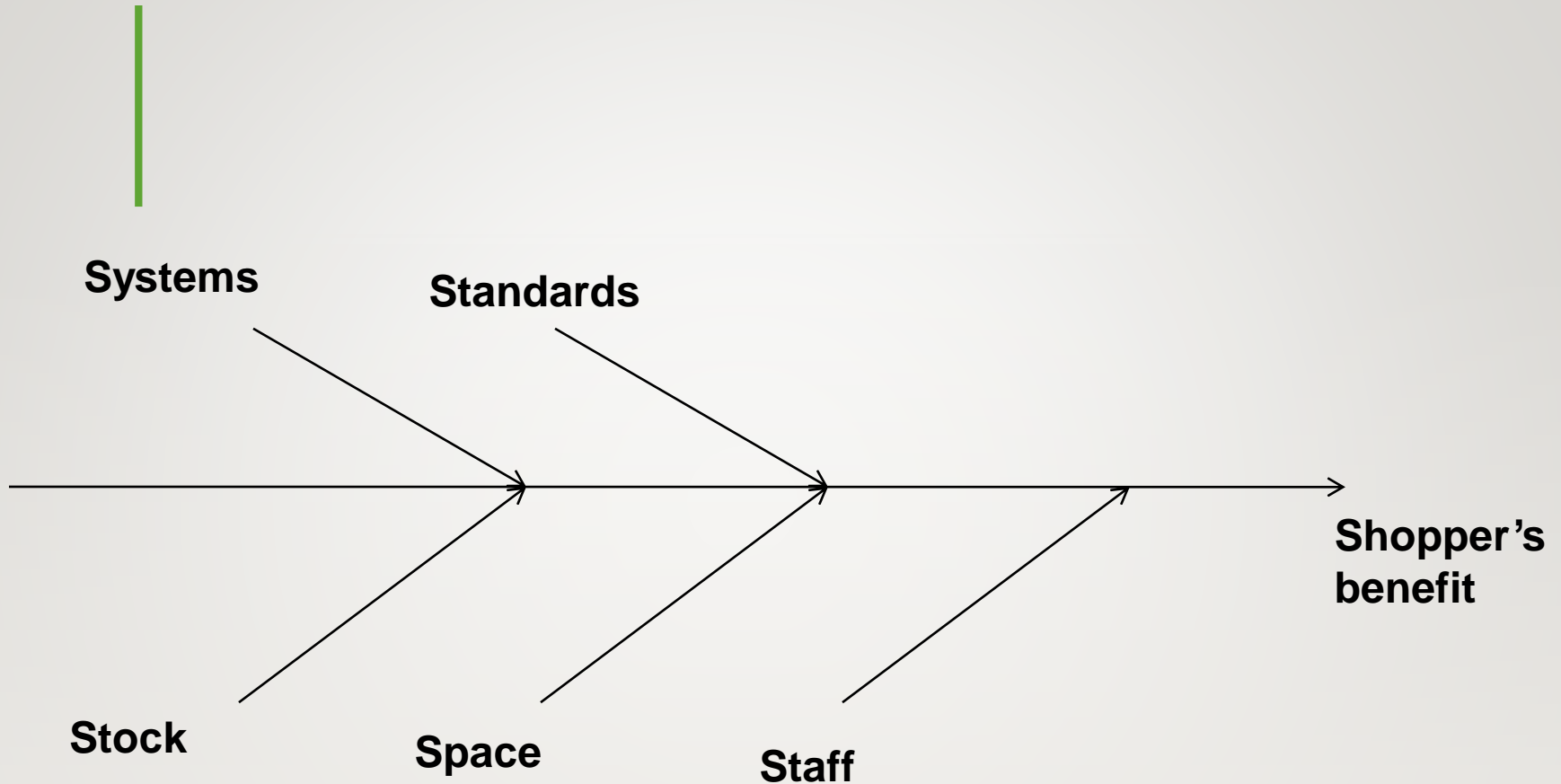


Managing and sustaining retail

Responsibilities of a store manager

- Recruiting and training employees
- Merchandising
- Compliance/ adherence to all legalities
- Improving sales by customer satisfaction
- Monitoring stock levels
- Build and maintain store brand image
- Other responsibilities like, cleanliness, proper order, signage, etc

The 5 S's of retail operations



Elements of store design



Exterior store design

- The store marquee : A marquee is a structure that bears a signboard, projecting the entrance of the retail store.
- The store front

Interior store design

- Space planning
- Atmosphere/ aroma
- Fixtures
- Flooring and ceilings
- Lightings
- Graphics (Theme, campaign and promotional graphics)