



RAMA UNIVERSITY

www.ramauniversity.ac.in

E-Content BCH-604 : Retailing Management

Lecture 3

Prepared by:- Mr. Raj Kumar, Assistant Professor, Faculty of commerce and management, Rama University Kanpur

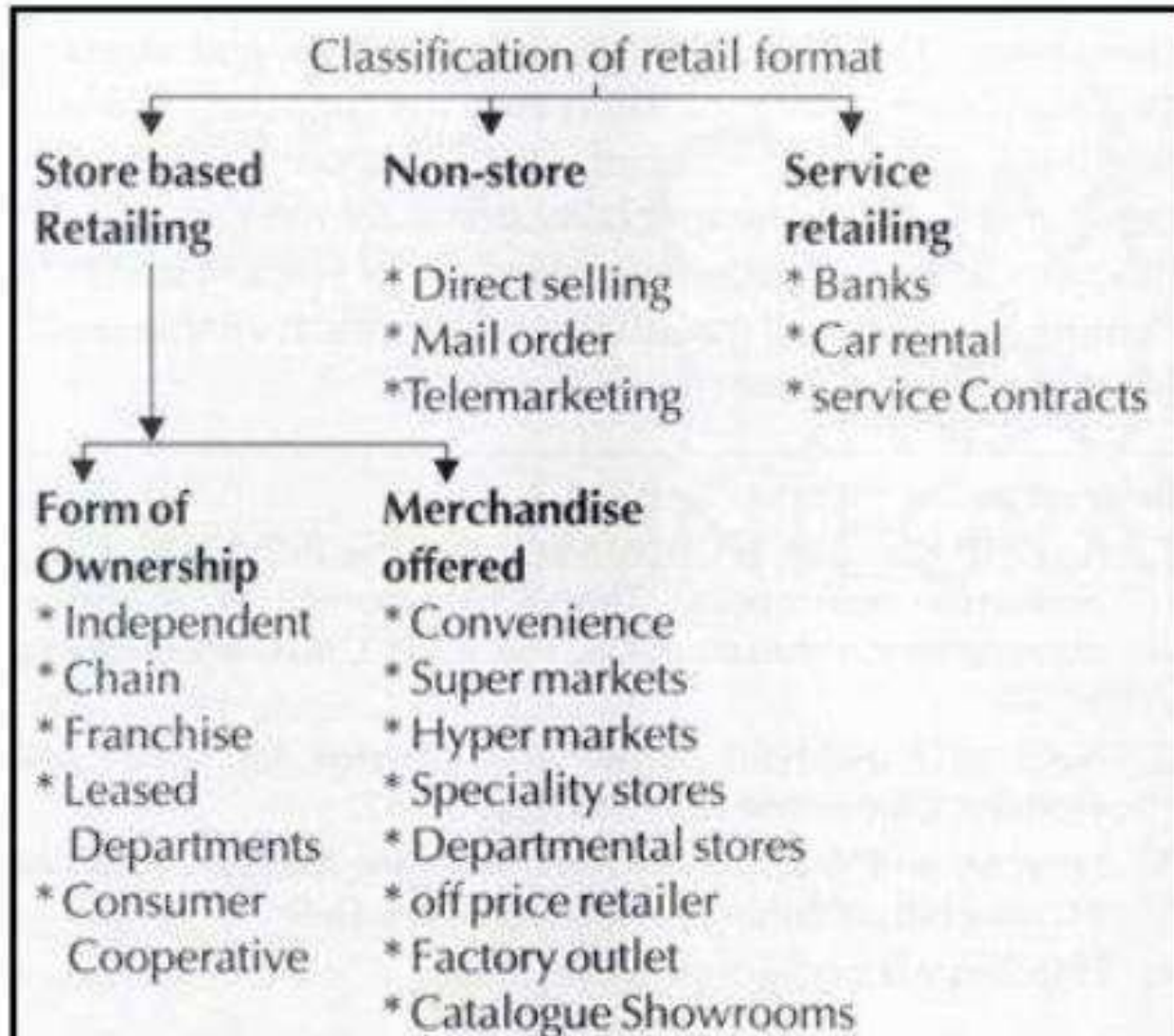
Factors influencing retail trade

- Increase in per capita income
- Demographical changes (young people, higher savings, high standard of living, attracts big retailers to India)
 - Increase in number of working women
 - Growth of middle class consumers
- Change in consumption pattern (number of innovators or early adopters have increased)
- Availability of low cost credit to consumers
- Entry to various sources of financing (FDI, FII)
- Technological changes
- Media explosion
- Entry of corporate sector

Scope of retail management

- Buying and merchandising
- Marketing
- Store operation
- Human resources
- Sales
- Finance
- Technology and E-commerce
- Visual merchandising
- Supply chain management and logistics

Retail Formats





Store Based Retailing

Form of ownership

Independent retailer

- Owns and operates only one retail outlet. Such stores can be seen under proprietorship.
- The individual retailer can easily enter into a retail market. The owner is assisted by local staff or his family members. These kinds of shops are passed from one generation to other generation.
- For eg. grocery store, stationery shop, or a cloth store, etc.

Advantages

- Flexibility Independent retailer
- Investment Costs Down
- Ease in entry
- Strong Control
- Rapport with customers
- Independence
- Entrepreneurial Drive



Advantages Independent retailer

- Lack of Power
- No Economies of Scale
- Labor Intensive
- Limited Access to Advertising
- Over-dependence on Owner
- Limited Resources for Long-run Planning