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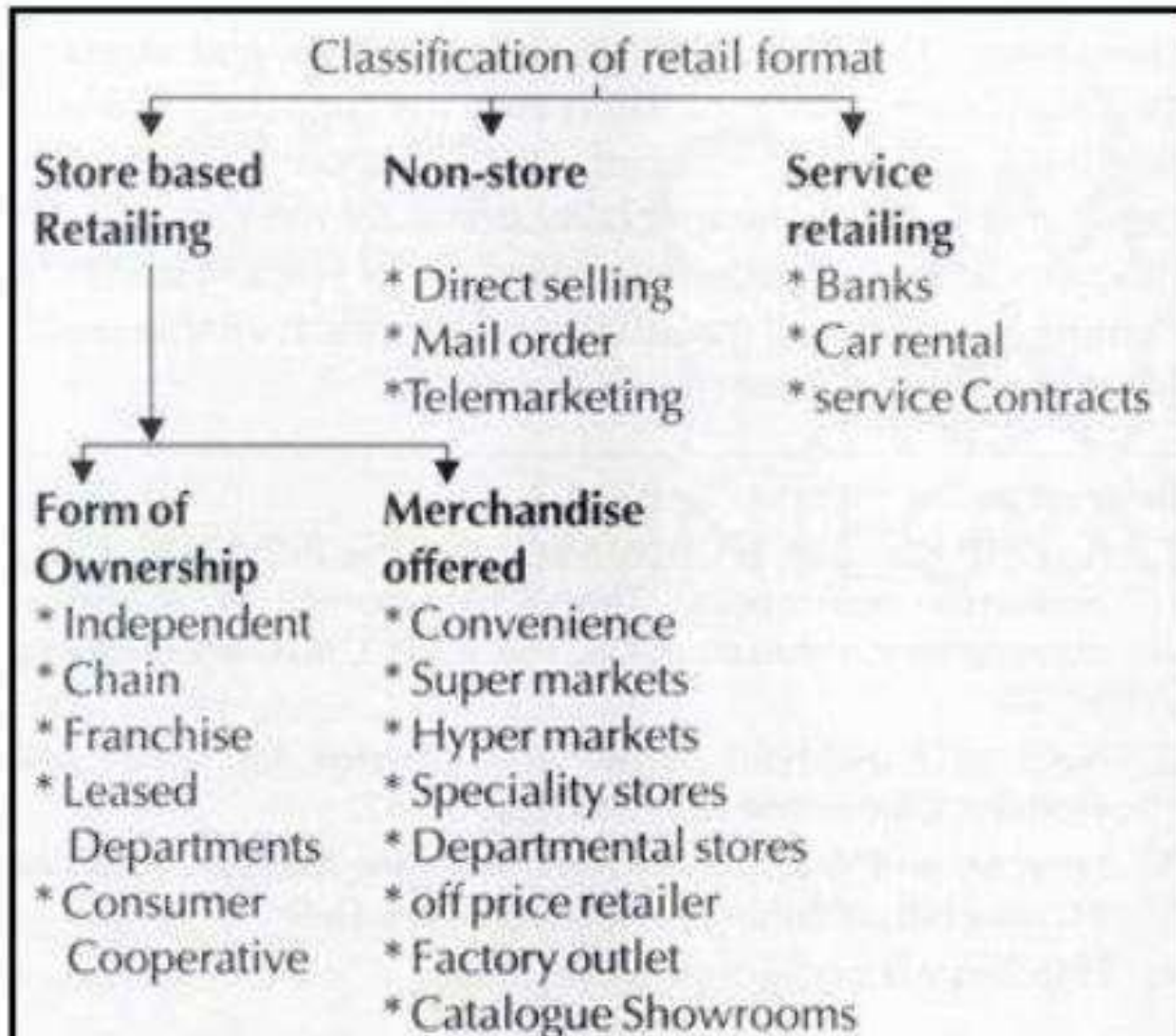
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E-Content BCH-604 : Retailing Management

Lecture 5

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Retail Formats



Store Based Retailing

On the Basis of Merchandise offered

Departmental Stores

- A departmental store is a large scale retail institution that offers several products from a pin to plane such as clothing, grocery etc. Retail establishment that sells a wide variety of goods.
- Departmental stores are the largest form of organized retailing today, located mainly in metro cities, in proximity to urban outskirts.
- They lend an ideal shopping experience with an amalgamation of product, service and entertainment, all under a common roof. Examples include Shoppers Stop, Pantaloon, Dmart etc.

Convenience stores

- These are relatively small stores located near the residential area.
- They offer limited line of convenient products
- Sells items such as candy, ice-cream, soft drinks, lottery tickets, cigarettes and other tobacco products, newspapers and magazines, along with a selection of processed food and perhaps some groceries, etc.
- Such stores enable the customers to make quick purchase and offer them few services. They stock a limited range of high-turnover convenience products and are usually open for extended periods during the day; Prices are slightly higher due to the convenience premium.

Super Market

- These are retail organisations that provide low cost high volume self-service operation to meet consumer requirements. Most of the super market charge lower price. Example: Subhiksha, Patel low price, Big Bazaar.
- They are the large self-service outlets, catering to varied shopper needs. These are located in or near residential high streets. A supermarket, also called a grocery store, is a self-service store offering a wide variety of food and household merchandise, organized into department.
- It is larger in size and has a wider selection than a traditional grocery store and it is smaller than a hypermarket or superstore. Supermarkets usually offer products at low prices **by reducing their economic margins.**

Hyper Market

- A hypermarket is a superstore which combines a supermarket and a department store.
- Hyper markets are huge retail stores that offer various products such as clothes, jeweler, stationery, electronic goods at cheaper price
- Example: WalMart, Star Bazaar, Giant Stores etc. They focus on high volume.

Hyper Market



