CONTENTS

4. Retail Marketing Mix

- Introduction
- Retail marketing
- Retail marketing mix
- Mix planning
- Merchandise management revisited
- Decision related to delivery of service
- Pricing
- Influencing factor for retail pricing
- Approaches to pricing
- Price sensitivity
- Value pricing
- Price markdown
- Place
- Supply channel
- Supply chain management
- Retail logistics
- Computerized replenishment system
- Corporate replenishment policies
- Promotion
- Communication effects promotional mix
- Human resource management in retailing
- Man power planning
- Recruitment and training
- Compensation
- Performance appraisal method

5. Impact of Information Technology in Retailing

- Introduction
- E-tailing
- Impact of information technology in Retailing
- Integrated system and networking
- Electronic data interchange(EDI)
- Bar coding
- Electronic Article surveillance
- Electronic Shelf label
- Radio frequency identifier
- Application of Technology in retailing
- Customer database management system
- Legals aspects in retailing
- Social issues in retailing
- Ethical issues in retailing

Last Minute Revision

Case Studies and Activities

Model Question Papers