

CONTENTS

1. Introduction to Retailing

- Introduction
- Meaning and definition
- Functions of retailing
- Types of retailing
- Forms of retail business
- Retail theories
- Environmental theory
- Wheel theory
- Conflict theory
- Retail life cycle
- Retail business in India
- International perspective of retail business

2. Consumer Behavior in Retail Business

- Introduction
- Buying decision process and its implication on retailing
- Influence of group and individual factor
- Customer shopping behavior
- Customer service
- Customer satisfaction
- Retail planning process
- Business plan and factors to consider in preparing a business plan
- Implementation of business plan
- Risk analysis

3. Retail Operations

- Introduction
- Factors influencing location of a store
- Market area analysis
- Regional area analysis
- Trade area analysis
- Retail outlet
- Retail store design objective
- Types of store out let
- Visual merchandising
- Retail store design
- Retail space planning
- Inventory management
- Merchandise management
- Category management

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