# **CONTENTS**

### Chapter 1 An Introduction to Retailing

Retail Icon – Sam Walton

- 1. Retailing
- 2. Retailer
- 3. Characteristics of Retailing
- 4. Functions of Retailing
- 5. Concepts in Retailing
- 6. Retail Mix

Chapter Summary Key Words Questions for Discussion Case 1

## Chapter 2 Retail Formats – Ownership Based

Retail Icon – Ray Kroc

- 1. Retail Formats
- 2. Theories of Retailing
  - 2.1 Wheel of Retailing Theory
  - 2.2 Retail Life Cycle Theory
- 3. Retail Format Classification on the basis of Ownership.
  - 3.1 Independent Retail Outlet
  - 3.2 Retail Chain
  - 3.3 Franchise Outlet
  - 3.4 Leased Department
  - 3.5 Consumer Cooperative
- Chapter Summary

Key Words

Questions for Discussion

Case 2

# Chapter 3 Retail Formats – Retail Strategy Mix Based

Retail Icon – Charles R Walgreen Sr.

- 1. Food-centric Retailers
  - 1.1 Convenience Stores
  - 1.2 Supermarket
  - 1.3 Superstore
  - 1.4 Combination Store
  - 1.5 Warehouse Store
- 2. General Merchandise Retailer
  - 2.1 Departmental Store
  - 2.2 Discount Store
  - 2.3 Factory Outlet
  - 2.4 Membership Club
  - 2.5 Flea Market
  - 2.6 Speciality Store
  - 2.7 Category Killer

Chapter Summary Key Words Questions for Discussion Case 3

## Chapter 4 Non-Store Based and Emerging Retail Formats

*Retail Icon – Mary Kay Ash* Non-store Based Retailing

- 1. Direct Marketing
- 2. Direct Selling
- 3. Vending Machine
- 4. E-commerce

Chapter Summary

Key Words

*Questions for Discussion Case 4* 

## Chapter 5 Retailing and Consumer Behaviour

*Retail Icon – Arthur Blank and Bernie Marcus* 

- 1. Influence of Environment
  - 1.1 Social Forces
  - 1.2 Economic Forces

- 1.3 Technological Forces
- 1.4 Competitive Forces
- 2. Consumer Behaviour
- 3. Consumer Decision Process
  - 3.1 Problem Recognition
  - 3.2 Information Search
  - 3.3 Evaluation of Alternatives
  - 3.4 Purchase Decision
  - 3.5 Post-purchase Behaviour
- 4. Influence of Culture
- 5. Influence of Social Class

Chapter Summary

Key Words

*Questions for Discussion Case 5* 

#### Chapter 6 Retail Store Location

Retail Icon – Michael Dell

- 1. Location
- 2. Evaluation of Trading Area
  - 2.1 Determination of Trading Areas 2.1.1 Existing Retail Destination
    - 2.1.2 New Retail Destination
    - 2.2 Selection of Trading Area
- 3. General Location
  - 3.1 Isolated Store
  - 3.2 Unplanned Business District
    - 3.2.1 Central Business District
    - 3.2.2 Secondary Business District
    - 3.2.3 Neighbourhood Business District
    - 3.2.4 String
  - 3.3 Planned Shopping Center
    - 3.3.1 Regional Shopping Center
    - 3.3.2 Community Shopping Center
    - 3.3.3 Neighbourhood Shopping Center

4. Site Chapter Summary Key Words Questions for Discussion Case 6

# Chapter 7 Retail Image Management

Retail Icon – Howard Schultz

- 1. Retail Image
- 2. Retail Atmosphere
  - 2.1 Store Exteriors
  - 2.2 General Interior
  - 2.3 Store Layout
  - 2.4 Interior Display

Chapter Summary Key Words Questions for Discussion Case 7

#### Chapter 8 Merchandise Management

Retail Icon – Mickey Drexler

- 1. Merchandise Management An Introduction
- 2. Merchandise Planning
  - 2.1 Designing Merchandise Plan
  - 2.2 Implementing Merchandise Plan
- 3. Stock Turnover Inventory Control
- 4. Inventory Planning
  - 4.1 Basic Stock Method
  - 4.2 Percentage Variation Method

Chapter Summary Key Words Questions for Discussion Case 8

# Chapter 9 Retail Pricing

Retail Icon – E Sarathbabu

- 1. Retail Pricing An Introduction
- 2. Factors Influencing Retail Pricing

- 2.1 Customers
- 2.2 Government
- 2.3 Suppliers
- 2.4 Competitors
- 3. Pricing Strategy
  - 3.1 Cost Oriented Approach
  - 3.2 Demand oriented Approach
- 4. Price Adjustments
  - 4.1 Markdown
  - 4.2 Additional Markup
- 5. Credit Management
- 6. Retail Performance Measurement

- Return per Square Feet

Chapter Summary Key Words Questions for Discussion Case 9

## Chapter 10 Retail Promotions, Branding and Customer Relationship Management

Retail Icon – Kishore Biyani

- 1. Retail Promotion
  - 1.1 Advertising
  - 1.2 Sales Promotion
  - 1.3 Public Relations and Publicity
  - 1.4 Personal Selling
- 2. Retail Branding
- 3. Customer Relationship Management System

Chapter Summary

Key Words

Questions for Discussion

Case 10

### Chapter 11 Supply Chain Management and Logistics Management

Retail Icon – Rai Bahadur Mohan Singh Oberoi

- 1. Supply Chain Management
- 2. Logistics Management

- 2.1 Order Processing
- 2.2 Warehousing
- 2.3 Transportation
- 2.4 Inventory Management
- 3. Use of Information Technology in Supply Chain Management
  - 3.1 Process Automation
  - 3.2 Data Collection
  - 3.3 Data Mining
  - 3.4 Data Communication
  - 3.5 Decision Support System
- 4. Wholesaling
- 5. Retailing through Internet

Chapter Summary Key Words Questions for Discussion Case 11

#### Chapter 12 Retailing – The Future

Retail Icon – R Subramanian

- Consumerism
  1.1 Consumer Protection Act, 1986
- Ethics in Retailing
- 3. Retail Equity
  - 3.1 Building Retail Equity
  - 3.2 Advantages of Retail Equity
- 4. Future of Retailing

Chapter Summary Key Words Questions for Discussion Case 12

# Chapter 13 Retail Strategy and Audit

Retail Icon – Madame CJ Walker

- 1. Retail strategy.
  - 1.1 Planning process
  - 1.2 Perfomance measures

- 2. Retail audit
  - 2.1 Characteristics of audit
  - 2.2 The audit process
  - 2.3 Retail audit challenges

Chapter summary Key words Questions for discussion Case – 13

#### Chapter 14 Research in Retail

Retail Icon – Dr. Pratap C. Reddy

- 1. Research An introduction
- 2. Consumer research
- 3. Consumer research process
  - 3.1 Identifying the research problem and defining the research objectives
  - 3.2 Collecting secondary data
  - 3.3 Designing primary research3.3.1 Data collection methods and instruments3.3.2 Sampling plan
  - 3.4 Data collection and analysis
  - 3.5 Presentation of findings

Chapter Summary

Key Words

Questions for Discussion

Case 14

# Index