

ELECTIVE COURSE – VI : RETAIL MANAGEMENT

FOCUS : The course will focus on (i) Manufacturers perspective on retailers.
(ii) Retailers understanding of the retail business.

BROAD CONTENTS:

UNIT – I

An introduction to the Retailing System. Retailing mix – Social forces – Economic forces – Technological forces – Competitive forces.

UNIT – II

Retailing definition, structure, Different forms – Marketing Concepts in Retailing – Consumer purchase behaviour – Cultural and Social group influence on Consumer Purchase Behaviour.

UNIT – III

Retail store Location – Traffic flow and analysis – Population and its mobility – Exteriors and layout – Customer traffic flows and pattern – Creative display.

UNIT – IV

Merchandise Planning – Stock turns, Credit Management, Retail Pricing, Return on per. sq. feet of space – Retail Promotions – Staying ahead of competition.

Supply Chain Management – Warehousing – Role of IT in supply chain management.

UNIT – V

Franchising, Direct Marketing / Direct Selling – Exclusive shops Destination stores – Chain Stores – Discount Stores and other current and emerging formats – Issues and options.

Retail Equity, Technology in Retailing – Retailing through the Internet.

SUGGESTED READING:

Retailing – GEORGE H LUCAS, ROBERT P BUSH, LARRY G. GRESHAM – All India Publishers & Distributors, Chennai – 84.