

PAPER CODE: BBA 607: RETAIL MANAGEMENT

Learning Objectives:

- To understand the impact of retailing on the economy.
- To comprehend retailing's role in society and, conversely, society's impact on retailing.
- To see how retailing fits within the broader disciplines of business and marketing.
- To recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.
- To know the responsibilities of retail personnel in the numerous career positions available in the retail field.

UNIT-I: INTRODUCTION TO RETAILING:

Retailing - Nature - Scope – Indian Retail Scenario and its Future Prospects- Functions of Retailing - Retail Industry in India - Types of Retailing Format -Theories in Retailing- Franchising- The Role of Franchising in Retail- Classification of Retail Stores **UNIT-II:**

RETAIL LOCATION:

Types of Location - Trading Area Analysis - Catchments Area – Site Selection - Developing Location Strategy - Organizational Patterns in Retailing.

UNIT-III: RETAIL MERCHANDISING:

The Concept of Merchandising, The Evolution of Merchandising Function in Retail, the Concept of Own Brand and Manufacturers' Brand, Role of Pvt. Labels.

UNIT-IV: RETAIL STORE OPERATIONS:

Layout and Space Allocation-Display-Visual merchandising and Atmosphere-Store Security-Product Assortment Decisions – Retail Pricing.

UNIT-V: RETAIL MANAGEMENT (IT):

Role and Importance of IT in Retail Communication, the Concept of Retail Marketing Mix, and Application of IT

SUGGESTED READINGS:

1. Levy & Weitz, 2005, Retailing, TMH
2. A J Lamba, 2006, The Art of Retailing, TMH
3. Patrick M. Dunne and Robert F. Lusch ,2005, Retailing, Thomson Learning
4. Fernie & Sparks, 2005, Logistics & Retail Management, Viva Books

Learning Outcomes :

- Offering and purchasing merchandise and services; corporate objectives, competitor analysis, and competitive strategy;
- The traditional bases for segmentation and how segmentation can inform retail strategy;
- How retailer's differentiate their offering as an element in their corporate strategy;
- Factors affecting strategic decisions involving investments in locations, supply chain and information systems, and customer retention programs; how retailer's communicate with their customers