



# GOVERNMENT COLLEGE BARAN (RAJASTHAN)

## VALUE ADDED COURSE

COURSE CODE-GCB/VAC/ RMT

CONTACT HOURS- 32

## RETAIL MANAGEMENT: AN INTRODUCTION

COURSE OBJECTIVES- To clarify the concept and related terms in retailing to the participants. Comprehend the ways retailers use marketing tools and techniques to interact with their customers. Understand various formats of retail in the industry. Recognize and understand the operations-oriented policies, methods, and procedures

EVALUATION- Class room presentation, Group Discussions, Assignments/ Viva.

COURSE CREDIT- 0

DISCIPLINE- Open to All

### MODULE- I

Introduction to retailing: Definition, functions of retailing, types of retailing based on ownership, Retail theories-Wheel of Retailing, Retail life cycle. Retailing in India-Influencing factors-present Indian retail scenario. Retailing from the International perspective.

### MODULE-II

Consumer Behaviour in the retail context-buying decision process and its implication to retailing, individual factors. Consumer Buying behavior, Customer service satisfaction. Retail planning process -Factors to consider- preparing a complete business plan.

### MODULE- III

Retail Operations : Choice of Store Location, Influencing Factors, Market area analysis, Trade area analysis, Rating Plan Method, Site Evaluation, Store layout and visual merchandising, Store designing - space planning.

### MODULE- IV

Retail marketing mix- an Introduction, Product-Decisions related to selection of goods, Decisions related to delivery of service, Pricing Influencing factors, approaches to pricing, price sensitivity, value pricing, Markdown pricing, Place-Supply principles-Retail logistics-computerized replenishment system-corporate replenishment policies. Promotion-Setting objectives-communication effects. Human Resource Management in Retailing - Manpower planning recruitment and training, compensation, performance appraisal.

### MODULE- V

Non store retailing: The impact of Information Technology in retailing-Integrated systems and networking- EDI-Bar Coding-Electronic article surveillance- Electronic shelf labels- Customer database management system. Legal aspects in retailing. Social issues in retailing. Ethical issues in retailing.

REFERENCES: 1. Retail Management- A strategic Approach by Barry Berman and Joel Evans 2. The art of retailing- A. J. Lamba