

# **Retail Marketing, Analytics, Pricing and Promotion**

## **Course Objectives**

1. Provide inputs to functional areas of retailing
2. Provide Strategic perspective of retailing
3. Perspective of Indian Retailing scenario

## **Course Contents**

1. **Introduction to Retailing – and E-Retailing in India**
  - Significance of retail industry
  - Marketing retail equations
  - New role of retailers
  - Indian retail scenario and its future prospects.
2. Retail Formats and Theories
  - Theories of retail development
  - Concept of retail life cycle,
  - Classification of retail stores
  - The role of franchising in retail
3. Understanding the Retail Consumers
  - The factors influencing retail shopper
  - Consumer decision making process
  - Changes in the Indian consumer
  - Use of market research as a tool for understanding markets and consumers
4. Store Locations

- The importance of store locations
- Types of locations,
- Steps involving in choosing a location
- Trade areas and their evaluation
- How to evaluate a retail location

## 5. Measuring Financial Performance

- Measures of Financial Performance
- The strategic profit model,
- Measures of retail performance

## 6. Retail Pricing

- The concept of retail pricing and the factors affecting price
- Elements of retail price
- Developing a pricing strategy
- Adjustment to retail price

## 7. Retail Merchandising

- The concept of merchandising
- Evolution of merchandising function in retail

## 8. Merchandising Buying

- The process of merchandising buying
- Procedure for selecting vendors and building partnerships
- Concept of own brand and manufacturers' brand
- Concept of category management

## 9. Role of Pvt. Labels

## 10. Retail Communication

- Concept of retail marketing mix
- STP
- Role of POP in retail
- Branding

## 11. Servicing the Retail Customer

- The concept of customer service
- Gaps in customer service
- Methods and tools available for encouraging loyalty, role of retail sales person, selling process

## 12. Retail Store Operations

## 13. Retail Store Design & Visual Merchandising

- Relationship between store image and store design
- Components of exterior and interior
- Consideration for selecting layout
- Visual merchandising in retail

## 14. Supply Chain Management

- Concept of SCM
- Innovation in SCM
- Retail logistics
- Reverse logistics

## 15. Retail Management (IT)

- Role and importance of IT
- Application of IT

16. CRM

17. HR in Retail

<b>Resources:</b>		
1	Text Books	Retailing Management – Michael Levy
		Retail Management – Lusch, Dunne
		Retail Management – Barry Berman & Joel Evans
		Retail Management – Gibson, Vedamani, Jaico Books
2	Reference Books	Retailing Management – Text & Cases – Swapna Pradhan
		Retail Marketing Management by David Gilbert, Pearson
		Retail Management by Arif Shaikh, Himalaya
3	Supplementary	It happened in India by Kishore Biyani, Rupa & Co.
	Material	Business Today, Nov99, Mall Management
4	Web Sites	<a href="http://www.indiaretailing.com">http://www.indiaretailing.com</a>
		<a href="http://www.imagesretail.com">http://www.imagesretail.com</a>
5	Journals	Organised Retailing in India: Upstream Channel Structure and Management by Dabas, Chitra Srivastava, Brenda Sternquist, Humaira Mahi, Journal of Business & Industrial Marketing 2012 Vol27, Issue3
		The Mall as Bazar: How kiosks influence consumer s hopping behaviour by R Runyan, Kim Jung Kwan, Julie Baker, Journal of Marketing Management, Feb2012.