

**APPLIED COMPONENT
RETAIL MANAGEMENT I
(100Marks – 75 Lectures)**

Objective: To acquaint students to the basic concepts of retailing and its application in current marketing scenario.

Unit I : Introduction

(25 Marks-19 lectures)

Retailing – Meaning, Factors responsible for growth. Functions/Role of a retailer. Retail Life Cycle – Meaning and stages. Retail scenario in global and Indian context - including FDI in retail, multi-channel retailing.

Unit II : Retail Formats

(25 Marks-19 lectures)

Retail Formats - Concept. Types of Retail Stores – on the basis of
a) Form of Ownership – (Independent retailer, chain retailer, franchising, lease departments, consumer co-operatives) (b) Merchandise Offered – (Convenience stores, Super markets, Hyper Markets, Specialty Stores, Department Stores, Off Price Retailers, Factory Outlets, Catalog Showrooms) (c) Non-Store Retailing – (Direct Selling, Mail Order, Telemarketing, Automated Vending).

Unit III : Store Location

(25 Marks-18 lectures)

Meaning and importance of store location. Types of location – a) Free Standing (b) Part of Business District (c) Part of the shopping centre (d) Other Retail locations
Steps involved in choosing a retail location – 4 steps
1. Market identification 2. Determining the market potential – Elements to be considered 3. Identify alternate sites – Factors affecting 4. Selection of site – Factors affecting.

Unit IV : Store Design and Layout

(25 Marks-19 lectures)

Store Design – Meaning and importance. Objectives of a Good Store Design. Exterior Store Design – Meaning and components. Interior Store Design – Meaning and components. Store layout – Meaning and types of layouts – a) Grid Layout (b) Racetrack layout (c) Freeform layout. Layout Selection – Factors to be considered. Space Planning – Meaning and concept of Planogram. Visual Merchandising – Meaning and methods of display. Detecting and Preventing Shoplifting – Meaning and measures to reduce. Employee Theft – Meaning and measures to reduce. (20-22 lectures - 30 Marks)

Books for Study and Reference:

- 1. Retail Management – Text and Cases, Swapna Pradhan
Tata McGraw Hill Publishing Co.Ltd.; 7, West Patel Nagar, New Delhi 08.**
- 2. Retailing Management – Michael Levy and Barton A Weiz
Tata McGraw Hill Publishing Co.Ltd., New Delhi**
- 3. Retail Marketing Management - David Gilbert
Pearson Education (Singapore) Ltd., Indian Branch 482, F.I.E., Patparganj, Delhi –92**
- 4. Retailing - George H. Lucas, Robert Bush, Larry Gresham
All India Publishers and Distributors, 920, Poonamalee High Road, Chennai – 84.**
- 5. Fundamentals of Retailing - Madaan, Tata McGraw Hill.**

