

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
MANAGEMENT OF RETAIL BUSINESS

1. Existing Course Content:

An introduction to Retailing System, Retailing Mix, Social Forces, Economic Forces, Technological Forces, Competitive Forces, Retailing Definition, structure, Different formats, Marketing Concepts in Retailing, Consumer Purchase Behaviour, Cultural and Social group influence on Consumer Purchase Behaviour, Retail Store Location, Traffic Flow Analysis, Population and its Mobility, Exteriors and Layout, Consumer Traffic Flow and Pattern, Creative Display, Merchandise Planning, Stock Turns, Credit Management, Retail Pricing, Return per Sq. ft. of Space, Retail Promotions, Staying ahead of Competition, Supply Chain Management, Warehousing, Role of IT in Supply Chain Management, Franchising, Direct Marketing, Direct Selling, Exclusive Shoppe, Destination Stores, Chain Stores, Discount Stores and other current and Emerging Formats, Issues and Options, Retail Equity, Technology in Retailing, Retailing through the Internet.

2. Topics to be Deleted

Population and its Mobility, Return per Sq. Ft. of Space, Staying ahead of Competition, Role of IT in Supply Chain Management, Direct Marketing, Direct Selling, Exclusive Shoppe, Destination Stores, Chain Stores, Discount Stores and Emerging Formats, Issues and Options.

3. Reasons for Deletion

Some topics are covered as business environment for growth in modern retailing. Some topics are small components of broader topics as suggested for addition.

3. Topics to be Added

Concept of Organized Retailing, Vertical Marketing System, Retail Store Formats, Retail Buying Behaviour, Retail Strategy, Franchising, Merchandise Planning and Management, Retail Marketing and Communication, Customer Service, Human Resources Management, Supply Chain Management

4. Reasons for Addition

The addition will make the syllabus contemporary and complete.

5. Revised Syllabus

Unit-1: Introduction to Retailing

- Social, economic, Technological and Competitive Forces
- Concept of Organized Retailing
- Vertical Marketing System

Unit-2: Retail Store Formats

- Classification based on types of Ownership
- Classification based on Merchandise stored
- Classification based on Channel used
- Classification based on Pricing Strategy
- Classification based on Customer Service
- Multi channel Retailing

- Destination Stores and Parasite Stores

Unit-3: Retail Buying Behaviour

- Social and Cultural Group Influence
- Buying behaviour in retailing context
- Retail Store Image and store loyalty

Unit-4: Retail Strategy

- Concept of Retail Mix
- Growth Strategy for Retailers / Retail Franchisors
- Sustainable Competitive Advantage

Unit-5: Franchising

- Concept of Franchising
- Types of Franchising
- Investigating and Evaluating a Franchise
- Financial Aspects of a Franchise
- Legal Aspects of Franchising
- Managing the Franchise Relationship
- Franchise System Design and Evaluation
- Franchising in India

Unit-6: Retail Store Location

- Retail Store Locations
- Traffic Flow Analysis/ Techniques for Demand Analysis

Unit-7: Merchandise Planning and Management

- Decisions pertaining to Variety & Assortment
- Category Management
- National Brand, Local Brands, Private Labels
- Sourcing Strategies

Unit-8: Pricing Strategies for Retail Business

- Concept of Retail Price
- Elements of Retail Price
- Determining the Price
- Retail Pricing Policies / Strategies
- Markups and Markdowns

Unit-9: Retail Marketing and Communication

- Retail Marketing Mix
- The STP Approach
- The Retail Image
- The Retail Communication Mix
- The Concept of IMC

Unit-10: Customer Service

- Importance of Service in Retail

- CRM and Customer Loyalty

Unit-11: Store Layout

- Exteriors and Frontage
- Interiors and Layouts
- Visual Merchandising

Unit-12: Other Support Functions

- Human Resources Management
- Supply Chain Management

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Suggested References:

1. Pradhan, Swapna (2007), 2nd edition, *Retailing Management: Text & Cases*, Tata-McGraw Hill, New Delhi.
2. Levy, Michael and Barton A. Weitz (2004), 5th edition, *Retailing Management*, Tata McGraw-Hill Publishing Company Limited, New Delhi.
3. Berman, Berry and Evans, 9th edition, *Retail Management: A Strategic Approach*, Pearson Education
4. Nair, Suja, R., (2006), 1st edition, *Retail Management*, Himalaya Publishing House, Mumbai.
5. Sinha, P. K. and D. P. Uniyal, (2007), *Managing Retailin*