

Veer Narmad South Gujarat University, Surat

M.Com.-II (External)

Retail management-paper--5

(In Force From June 2018-19)

- Objectives:** 1. To impart to the conceptual knowledge in the area of Retail marketing
2. To acquaint the students with the marketing problems in the area of retail management.

- 1. Retail management an Overview: 10%**
- Meaning of retail
 - Role of retail.
 - Retailer as a link between producer and consumer.
 - Retailer as a image creator
 - Challenges faced by Retailers worldwide
 - Size of retail in India.
 - Drivers of retail change in Industry.
- 2. Store layout and design 10%**
- Concept
 - Objectives of layout and design.
 - Elements of retail layout
 - Planning and circulations(circulation plans , circulation graphics,)
 - Store fronts and Entrances,
 - Merchandise display.
 - Positioning of merchandise.
 - Layout for E-tailers.
- 3. Establishing a pricing strategy: 15%**
- Concept
 - Factors affecting Pricing decisions
 - Price setting Pricing objectives
 - Pricing strategy
 - Bases of pricing
 - Adapting the pricing strategy, Customary pricing, One price policy. Odd pricing, Multiple unit pricing, Price lining, High low pricing, Flexible pricing. Bundle pricing, leader pricing, Bait and switch pricing coupons and rebates. Private label pricing, internet pricing,
 - Reference pricing concept,
 - Benchmarking concept.
 - Impact of reference pricing
 - Reference pricing controversy
 - Implications of reference prices.
- 4. Methods of retail Expansion: 15%**
- The concept of (foreign direct investment.
 - The need for foreign direct investment in Indian retail.
 - Methods of retail expansion.
 - The concept of franchising.
 - Evolution of Franchising.
 - Types of franchising.
 - Advantages and disadvantages of Franchising.
 - The International franchising scene .
 - Franchising in India.
 - Legal issues in franchising in India.
 - Internationalisation as a mode of Expansion.
 - Determining the market of entry.
 - Reasons for failure in International Retail.

- 5. Basics of Retail Merchandising; 15%**
- Concept and evolution of merchandising.
 - Factors affecting the buying Function.
 - Merchandisers role and responsibility.
 - Buyer role and Responsibility .
 - Functions of buying for different types of organizations.
 - Buying for single independent store.
 - Buying for chain stores.
 - Buying for non chain stores.
 - Buying for non - store retailers. catalogs, Direct mail, Homeshopping, Internet retailing. etc.
 - Principles of merchandising.
- 6. Managing retail Infrastructure: 10%**
- The Indian Market Scenario.
 - factors to be considered before setting up a mall.
 - Future context.
 - Store design concept and principles of store design
 - Elements of Store design
 - Exterior and Interior store design
- 1. The process of Merchandise planning. 15%**
- Concept of Merchandise planning.
 - Implications of merchandise planning.
 - The process of Merchandise planning.
 - Stage-1. developing the sales forecast
 - Stage-2. Determining the merchandise requirement.
 - Stage-3. Merchandise Control
 - Stage- 4. Assortment planning.
 - Technology Tools and Merchandise planning.
 - Types of Merchandise planning.
- 2. Methods of merchandise procurement and evaluating merchandise performance: 10%**
- Sources of supply
 - Merchandise sourcing and procurement
 - Contacting and evaluating the sources of supply.
 - Negotiating with vendors and placing the purchase order.
 - Merchandise allocations
 - Evaluating the merchandise performance.
 - Gross margin returns on investment.

References:

1. Retailing management (Text and cases). By Swapan Pradhan. (Tata Mc Graw Hill).
2. Retail management by Chetan Bajaj, Rajnish Tuli, Nidhi Verma, and Shrivastav .Oxford university Press.
3. Retail management By Michael Levy, Barton A. Weitz, Ajay Pandit. Tata McGraw Hill.
4. Retail management By Michael Levy.
5. Managing Retailing by Piyush Kumar Sinha, Dwarika Prasad Uniyal. Oxford higher Education