

Retail Planning and Legal Issues SOLVED NOTES EBOOK CHAPTERWISE



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Short Description

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Description

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PREVIEW OF CHAPTERS SYLLABUS

Retail Planning and Legal Issues

Unit - I

Marketing & Strategic Management: Retailing, Role, Relevance & Trends – Retail Customer – Retail Market Segmentation & franchising – Relationship marketing in Retailing – Retailing in banking and other financial services, mutual funds and Insurance – Quantitative methods in marketing – Social Marketing in Retail Management Strategic Management – Retail in India – Services Marketing and Management – Brand Management – International Strategies – Pricing – Advertising & sales promotion.

Unit - II

Operations in Retailing: Retail location strategy – Product and Merchandise Management – TQM – Mathematics / Statistics – EDP / MIS Logistics & SCM Security Measures – Footfalls / computerized methods non-computerized methods – Visual / Display methods – Merchandising & Management – Fashion Designing. Finance in Retailing: Accounting Methods – Capex planning – Risks – Capex Planning – Accounting Processes Accounting Software's – WIP – Accounting Methods – Strategic Cost Management – Management of Obsolete goods.

Unit - III

Human Resources Management in retailing: Retail Organization – Laws involved in HR – Motivation – Customer Psychology – Training needs for employee – Top grading – Obstacles to Top grading – Astronomical Costs of Miss Hires – Company Killers and Company Derails – Recruitment Best Practices – How to avoid Mis Hires CIDS (chronological in Depth Structure) based Model – Coaching to fix weakness – Interviews guide – Avoiding Legal Problems: Bulletproof Approach.

Unit - IV

Legal & Companies for Retail Stores: License – Contracts & Recovery – Legal Process – PF/ESIC & Exemptions Foods & Restaurants – PPF – IR – Law Shops & establishments – IPR Patents, Copy right & Trademarks – Inclusion of Service Mark – Procedure and Duration of Registration – Collective Mark – Certification Mark – Procedural Compliance for Establishing an Retail Store – Customer Rights – Consumer Protection Acts – Unfair Trade Practices – Holding of Contests and

Schemes –

Disparaging Products of Competitors – Correctness of Representation – The Standards of Weights and Measures Act – Procedures applicable for a Retail Store.

Unit - V

Mall Management – Types of Various retail formats – concepts in mall design – factors influencing malls establishments – Aspects in Finance – Aspects in Security / accounting - aspects in HR – Aspects in Quality

Management – Statistical methods used in measuring mall performance.

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