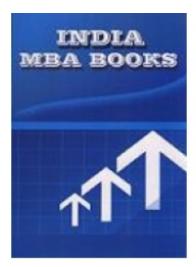
# **RETAIL MARKETING**



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# **UNIT II RETAIL FORMATS 9**

Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role

in organized retail formats.

# **UNIT III RETAILING DECISIONS 9**

Choice of retail locations - internal and external atmospherics - Positioning of retail shops - Building retail store Image - Retail service quality management - Retail Supply Chain Management - Retail

Pricing Decisions. Mercandising and category management – buying.

## UNIT IV RETAIL SHOP MANAGEMENT 9

Visual Merchandise Management – Space Management – Retail Inventory Management – Retail

accounting and audits - Retail store brands - Retail advertising and promotions - Retail Management

Information Systems - Online retail – Emerging trends.

# UNIT V RETAIL SHOPPER BEHAVIOUR 9

**Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process -**

Factors influencing retail shopper behavior – Complaints

# Management - Retail sales force Management - Challenges in Retailing in India.

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