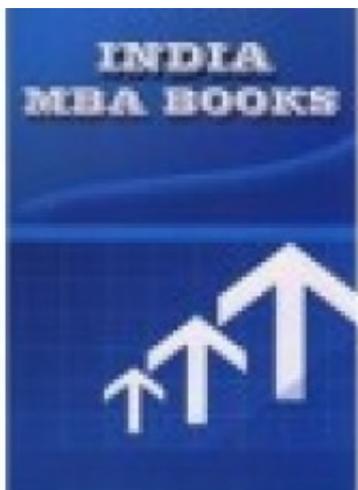


Retail Management



Brand: Mehta Solutions
Product Code: 20IMG23GM5
Weight: 0.00kg

Price: Rs600

Short Description

M D U UNIVERSITY Retail Management

Description

Retail Management SOLVED PAPERS AND GUESS

Product Details: M D U UNIVERSITY Retail Management

Format: BOOK

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other **M D U UNIVERSITY** book solutions now mehta solutions brings top solutions for **M D U UNIVERSITY Retail Management REPORT book** contains previous year solved papers plus faculty important questions and answers specially for **M D U UNIVERSITY**. questions and answers are specially design specially for **M D U UNIVERSITY** students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- **Case studies solved**
- **New addition fully solved**
- **last 5 years solved papers with current year plus guess**

PH: 07011511310 , 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

Retail Management

UNIT-I

Introduction to Retail- Evolution of Retail, Organised vs. Unorganised retailing, Retail Mix, theories of retail development, Types of Retailers; Careers in Retailing; understanding Consumers.

UNIT-II

Retail Locations- Planned and Unplanned, Retail Site Location- Site Characteristics, Trade Area Characteristics, Location and Site Evaluation; Store Layout and Design; Space Management; Visual Merchandising;

Atmospherics.

UNIT-III

Managing Merchandise - Merchandise Planning, Process, Forecasting Sales, Developing Assortment Plans, National Brands and Private Labels; Retail Pricing- Setting Retail Prices, Price Adjustments, Pricing Strategies; Retail Communication Mix.

UNIT-IV

Information and Supply Chain Management- Information Flows, Logistics, Distribution Centre. Contemporary issues in Retail- Significance of retail as an industry. Retail scenario at International and National Level. Technology in Retailing, Multi-channel Retailing, E-Retailing; Future of e-retailing. Challenges for traditional retail and e-retail, FDI in Retail.

Details

1. Books by courier

2. Delivery in 5-7 days

3. Courier india only

4. Rating of product : largest selling