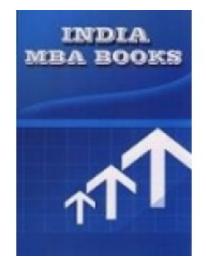
# **RETAIL MANAGEMENT.**



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3. Location and Layout; Characteristics used in Location Analysis; Country and Regional Analysis; Trade Area Analysis; Reilly's Law; Huff's Model; Store Design and Layout General Requirements in Store Design; Exterior Design and Layout; Interior Store Design and Layout;Elements;

4. Retail Pricing and Merchandise Performance; Element of Retail Price; Developing a Pricing Strategy; Approaches to a Pricing Strategy; Merchandise Location; Analysis of Merchandise Performance; Introduction Retail Promotion Mix; Need to for Communication; Communication Process: Steps in Effective Developing Communication; Advertisement; Elements of Advertisement; Objectives of Advertisement; Functions of Advertising; Characteristics of Good Advertising;

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