

## Model - 3

1) Explain strategic retail planning process.

For the purpose of developing retail strategies, retailers are reqd. to follow a step by step planning process. The planning process involves the present stage of business, the formulation, list of available strategic options, & the implementation of the selected strategies.

The strategic retail planning process involves following steps.

- i) Deciding the stores philosophy, mission & objectives
- ii) Situation analysis.
- iii) Formulation of retail strategy.
- iv) Strategy implementation & control.

i) Deciding the stores philosophy, mission, objectives.

The retail strategic planning process starts with the identification of stores mission for its existence & hence the scope of the retail store. The mission of a store entails identifying the goods & services that will be offered to customers. The mission also involves the way of stores functioning.

The stores objectives may be classified into

- a) External store objectives : it define the impact of store on its environment.
- b) Internal store objectives : it define how much is expected to be achieved with the available resources.

ii) Situation analysis (SWOT analysis):

The objective of doing stores situation analysis is to determine where the store is at present & to also forecast where it will be if formulated strategies implemented.

- Situation analysis includes

- \* political environment of retailing.
- \* economic environment of " "
- \* legal environment of retailing.
- \* socio-cultural environment of retailing.
- \* Technological env " " "

iii) formulation of Retail strategy:

In this stage, after analyzing the stores capabilities in terms of HR, finance, physical & intangible resources.

iv) Strategy implementation & control:

It is concerned with the designing & management of retail systems to achieve the best.

2) Explain the objectives of good store design.

Objectives of good store design

- \* consistent with retailer's image & strategy
- \* positive influence on customer satisfaction & purchase behavior.
- \* cost effective.
- \* flexible.
- \* meet need of disabled.
- \* keep record of diff. material received from store.
- \* to indicate the values of stocks held.
- \* to provide a basis for determining issue rates.
- \* to help provide adequate storage of mtl. to meet the demands of the consuming departments.
- \* to help minimize obsolescence, surplus & scrap through proper codification, preservation & handling.
- \* to highlight stock accumulation, discrepancies & abnormal consumption & effect control measures.
- \* to help good housekeeping so that mtl. handling, preservation, stocking, receipt & issue can be done efficiently.

3) Explain factors affecting the location in the retail management.

There are many factors to be considered in the retail location analysis. The key ones include

i) Macro factors (Country & Regional analysis)

a) Demographic characteristics:

Demography is the study of population characteristics that are used to describe consumers. Retailers can obtain information about the consumers age, gender, income, education, family character, & many others. These variables may be used to select market segment, which become the target markets for retailers.

b) Economic characteristics :-

Business operate on economic environment & base many decisions on economic analysis. Economic factors such as country's gross domestic product, current interest rates, employment rates, & other conditions affect how retailers perform financially.

c) Cultural characteristics: Cultural characteristics impact how consumers shop & what goods they purchase. The values, style, & language that a person is exposed to while growing up are indicators of future consumption behavior.

d) Demand

e) competition.

f) Infrastructure.

ii) Micro factors (Trade Area Analysis)

a) Demographic factors :- whether the retail trade area is central city, a growing suburb, quiet rural area, you must understand the people who live & work there.

b) Economic factors: Economic characteristics have a significant impact on country & region selection.

c) Subculture :- Subculture has more of an impact on market & trade area selection than on country or region selection.

d) Market potential.

e) Demand

f) Sales potential.

g) Index of retail saturation.

h) Infrastructure.

4) Explain the strategies in retail promotion.

There are five strategies in retail promotion.

i) Advertising.

ii) personal selling.

iii) sales promotion.

iv) public relations.

v) Direct marketing.

i) Advertising: paid, nonpersonal communication transmitted through out-of-store mass media by an identified sponsor. Advertising by media, newspaper, radio, mail, television ads, billboards etc.

ii) personal selling: oral communication with one or more prospective customers for the purpose of making a sale.

iii) sales promotion: - Encompasses the paid communication activities other than advertising, public relation that stimulate consumer purchases & dealer effectiveness.

iv) public relations: Any communication that fosters a favorable image for the retailer among its publics

- nonpersonal or personal.

- paid / unpaid

- sponsor controlled / not.

## Module-V

1) Explain the work of social responsibility in retail management.

Recently social responsibility becoming popular in the retail industry. because CSR is not capable of making this world a better place but also brings more profit to the retailers.

here are some social responsibility ideas for you to explore.

create specific products for charity:-

If you manufacture or design your products, you might want to create some products specifically for charity purpose. Eventually, proceeds from sales of these products go directly to charity partners or associations. It can encourage your customer to buy the product.

Run a charity event:- The next CSR idea is by running a charity event. you can organize the event to coincide with certain commemoration days, such as world cancer day etc. you can run it on your social media & invite customer or business partners to the charity.

Become a sponsor of community activities

If you can't run a charity event, you can take part in a charity event held by other parties. you also can opt to become a sponsor for community activities around the company.

Money or merchandise donation:

Donation is the most common method of corporate social responsibility. usually, the company donate its proceeds to a non-profit orgn.

Internal CSR:

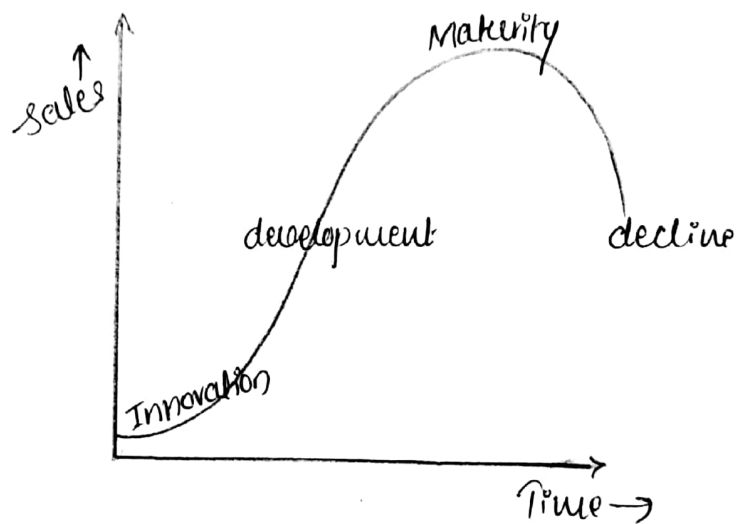
Explain the retail life cycle.

Retail life cycle :- it is the concept that all retailers go through periods of ups & down that bring about discernible stages of growth & decline.

The retail life cycle is comprised of 4 distinct stages with each based on the sales & profit growth experienced during that stage.

### retail life cycle stages

- i) Innovation
- ii) Accelerated development (Growth).
- iii) Maturity.
- iv) decline.



i) Innovation :-

The introduction is the beginning stage of any business, characterized by innovation & industry expansion. Entrepreneurs in this stage of development either introduce a new retail store model or new direction for existing store.

ii) Growth :- Once your store catches on, it enters the growth phase. As you grow, your profits increase & customers rave about your brand.

iii) Maturity :- Once you are fully established, you have a rhythm & you're pretty good at keeping store stocked so customers count on you. In this stage, a lot of competition are there.

iv) decline :- If you are unable to innovate sufficiently to keep your business new & fresh, it enters the last phase of retail life cycle. At this pt. your business seems out of date & boring to customers.

4) Explain multi-channel retailing.

Multi-channel retailing :- it is a marketing strategy that offers your customers a choice of ways to buy products.

→ A true multi-channel strategy covers purchases from a store, purchases from a website, telephone, ordering, mail orders, interactive television, catalog ordering & comparison shopping sites.

→ The aim of a multi-channel retailing strategy is to maximize revenue & loyalty by offering your customers choice & convenience.

Experience :- A successful multi-channel strategy offers your customers a consistent quality of experience, whichever channel they use. The customer's experience in buying a product influences her perception of your brand.

Integrate :- you can use the data available from multi channel strategies to identify customer preferences & maximize lifetime revenue. In an integrated strategy purchasing data is consolidated into a single database so you get a 360° view of your customer.

Research :- An informative website is a key element in a multi-channel retailing strategy. a high proportion of shoppers conduct their pre-purchase research on the internet, although they may use other channels to make the final purchase.

Pricing :- when you operate a multi-channel strategy, you have the option of charging the same price for a product across all channels or offering -

your customers different prices, depending on their channel choice. offering customers website prices that are lower than store prices is common practice & reflects the lower overheads in website operations. your customers also have a choice b/w lower online prices & personal service in the store.

Reach :- A multi-channel strategy gives you the ability to expand your business on a national or global scale without investing in further physical store. A e-commerce website can be designed to operate in multiple currencies & with local content to attract customers in many countries. you can also conduct business across multiple time zones with no restrictions on opening / closing times.



## Modul - IV

1) What do you mean by store management and explain the responsibilities of store manager.

Store management is concerned with ensuring that all the activities involved in storekeeping & stock control are carried out efficiently & economically by the store personnel, and much more.

### Responsibilities of Store Manager

- i) Recruiting employees for the store is the store manager's prime responsibility.
  - \* he not only has to hire the right candidates for the store but also train them for their overall development.
  - \* he must ensure that all employees contribute to their level best for the effective functioning of the store.
- ii) The store manager must make sure his store is meeting the targets & earning profits.
  - \* he is responsible for smooth & effective functioning of store.
- iii) The store manager is responsible for maintaining the overall image of the store.
  - \* it is his duty to sensibly display the merchandise so that it immediately catches the attention of the customers.
  - \* he must ensure that his store meets the expectation of customers & lives up to its predefined brand image.
- iv) one of the major responsibilities of the store manager is to make the customers feel safe & comfortable in the store.
- v) He is responsible for managing the assets of the store. The security & safety of the store is his responsibility.
- vi) The store manager must ensure that sufficient inventory is available at the store to avoid being 'out of stock.'
- vii) he must ensure that the store is free from pilferage.
- viii) he along with his subordinates responsible for planning, managing profits & loss, handling cash etc.

2) Explain the term store security. also the problems of parking in details centers.

Store security systems could involve many elements including store security guards & CCTV, but the most common & cost effective is the Electronic Article Surveillance (EAS) system.

### problems for parking in retail centers

- \* Inadequate information for motorists.
- \* Inefficient use of existing parking capacity.
- \* Excessive automobile use.
- \* Economic, environmental & aesthetic impacts of parking facilities.
- \* parking spaces that are an inconvenience.
- \* parking Demand for handicapped parking spaces.
- \* Impact of additional parking spaces.
- \* Existing severe spillover problems.
- \* out-of-town parking.
- \* loading & unloading zones.
- \* inconvenient parking options.
- \* Inadequate pricing methods.
- \* confusing parking policies.
- \* Difficulties with parking regulation & pricing.
- \* lack of sufficient parking at event site.
- \* low parking turnover rate.

Explain accounting system in retail management.

A retail involves sales, inventories, and other elements making accounting detailed & complex. Accounting also known as the language of business. It helps owners and managers make sound decision based on real data, not gut feelings. That is a major adv. of using accounting information in a retail business. Financial information is black-and-white with no room for gossip or wishful thinking.

Inventories: Retail establishments must carry inventory for sale to customers. If inventory is too small, the firm may lose sales, if the inventory is too large, the firm may have too much money tied in inventory that could have been used for something else. Inventory management should be part of a retail accounting system.

Sales Taxes: many states, such as California, not tax certain retail sales, but also require vendors to remit the money to the government promptly. An accounting system should calculate the taxes on sales and record them as a payable, an item you owe, not a revenue.

Reporting: A retail accounting system, manual or computerized should give business owners reports on sales, cost of goods sold & other expenses. Traditionally, accounting reports include a balance sheet, showing cash, receivables, payables & inventory balance.

Specialized Software: Retail business very diff. from one another. requiring a more targeted approach in selecting accounting software. A specialised software within the retail sector will give you most functionalities you need to run your business, including common reports.

4) Explain the role visual merchandiser & visual merchandising techniques.

Visual merchandisers use their design skills to help promote the image, products & services of retail business & other organisations. They create eye-catching product displays & store layouts & design to attract customers & encourage them to buy.

- \* Display merchandise with visual appeals to attract customers.
- \* Integrate brand images in visual presentations throughout the stores.
- \* Innovate & implement seasonal merchandising presentation.
- \* Initiate unique visual presentations.
- \* Monitor merchandise inventories.
- \* Ensure replenishment of fast-selling items.
- \* Co-ordinate with store manager on key visual merchandising efforts.
- \* Organize & adjust lighting system to enhance visual elements.
- \* Ensure compliance of brand standards in visual merchandising efforts.

### Techniques of Visual Merchandising

Visual merchandising consists of mainly two techniques.

- i) Interior displays (in-store design)
- ii) Exterior displays (window displays)

The goal of two techniques is to attract the attention of customers, entice them into store, to keep them in store as long as possible & influence purchasing decisions.

## i) Interior displays (in-store design)

In-store visual merchandising can be used to capture the attention of consumers within the store. Some of the interior displays

- \* Store layout.
- \* Mannequins.
- \* point of purchase display.
- \* bundling
- \* Atmospherics.
- \* light, music, scent etc.

## ii) Exterior displays (window display)

Exterior window displays can be used to sell product & entice customers into the store. an eye-catching, innovative window display can promote the brand image. Some of exterior displays.

- \* window display.
- \* Graphics, photography & signage
- \* colours.
- \* lighting.
- \* seasonal displays.
- \* fashion trends.
- \* Tools.