RETAIN
MANAGEMENT
II
(100 Marks – 75
Lectures)

Unit I : Retail Major Decisions (25 Marks-19 lectures)

Pricing decisions – Price v/s value – Meaning, factors affecting retail pricing Promotion decisions – Need, objectives and forms.

Unit II : Understanding the Retail Consumer (25 Marks-19 lectures)

Identifying and responding to changing customer profiles

Unit III : Servicing the Retail Consumer (25 Marks-19 lectures)


Unit IV : Retail Logistics Management (25 Marks-18 lectures)

Retail Logistics Management – Meaning, importance.
Concept of supply chain management – Retail logistics – Push logistics v/s pull logistics.

Books for Study and Reference:
1. Retail Management – Text and Cases, Swapna Pradhan
3. Retail Marketing Management – David Gilbert
   Pearson Education (Singapore) Ltd., Indian Branch 482, F.I.E., Patparganj, Delhi –92
4. Retailing - George H. Lucas, Robert Bush, Larry Gresham
   All India Publishers and Distributors, 920, Poonamallee High Road, Chennai – 84.