**B.COM**

**SEMESTER – III**

**Retail Management (GE 3)**

**(100 Marks – 60 Lectures)**

**Objective:** To acquaint students with the basic concepts of retailing and its application in current marketing scenario.

**Unit I Introduction (25 Marks-15 Lectures)**

Retailing – Meaning, Factors responsible for growth. Functions/Role of a retailer.

Retail Life Cycle – Meaning and stages. Retail scenario in global and Indian context - including FDI in retail, multi-channel retailing.

###### Unit II Retail Formats (25 Marks-15 Lectures)

Retail Formats - Concept. Types of Retail Stores – on the basis of

a) Form of Ownership – Independent retailer, chain retailer, franchising, lease departments, consumer co-operatives.

(b) Merchandise Offered – Convenience stores, Super markets, Hyper Markets and Malls, Specialty Stores, Department Stores, Off - Price Retailers, Factory Outlets, Catalog Showrooms.

(c) Non-Store Retailing – Direct Selling, Mail Order, Telemarketing, Automated Vending.

**Unit III Store Location (25 Marks-15 Lectures)**

Meaning and importance of store location. Types of location – a) Free Standing (b) Part of Business District (c) Part of the shopping centre (d) Other Retail locations

Steps involved in choosing a retail location - 1. Market identification 2. Determining the market potential – Elements to be considered 3. Identification of alternate sites (including Factors) 4. Selection of site (including factors).

**Unit IV Store Design and Layout (25 Marks-15 Lectures)**

Store Design – Meaning and importance. Objectives of a Good Store Design. Exterior Store Design – Meaning and components. Interior Store Design – Meaning and components. Store layout – Meaning and types of layouts – a) Grid Layout (b) Racetrack layout (c) Freeform layout. Layout Selection – Factors to be considered. Space Planning – Meaning and concept of Planogram. Visual Merchandising – Meaning and methods of display. Detecting and Preventing Shoplifting – Meaning and measures to reduce shoplifting. Employee Theft – Meaning and measures to reduce employee theft.

**References:**

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2. Levy, Michael & Weiz, Barton. A *Retailing Management.* Tata McGraw Hill Publishing, New Delhi.

3. Gilbert, David. *Retail Marketing Management*. Pearson, Delhi.

4. Lucas, George H.; Bush, Robert & Gresham, Larry. *Retailing*. All India Publishers and Distributors, Chennai.

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6. Bajaj, Chetan. *Retail Management.* Oxford university press, New Delhi

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12. Nair, Suja R. *Retail Management*. Himalaya Publishing house, Mumbai.