

Retail Management



INTRODUCTION

Meaning of Retailing :

- Retailing encompasses those business activities involved with the sale of goods and services to the final consumer for personal, family, or household use.

According to Philip Kotler :

- “Retailing includes all the activities involved in selling goods or services to the final customers for personal, non – business use.”

DEFINITION

According to Philip Kotler :

- “Retailing includes all the activities involved in selling goods or services to the final customers for personal, non – business use.”



IMPORTANCE AND NEEDS



CHARACTERISTICS OF RETAILING

- 😊 Direct Interaction with Customers.
- 😊 Lower Average Amount of Sale
- 😊 Transaction.
- 😊 Point of Purchase and Display and
- 😊 Promotion.

Functions of Retailing

1. Understanding the Needs of Consumers
2. Buying and Assembling
3. Breaking the Bulk
4. Warehousing or Storing
5. Selling
6. Credit Facilities
7. Risk Bearing
8. Grading and Packing
9. Collection and Supply of Market Information
10. Helps in Introducing New Products
11. Window Display and Advertising



RETAIL MARKETING

Functions of Retailers

- Sorting.
- Breaking Bulk.
- Holding Stock.
- Additional Services.
- Channel of Communication.
- Transport and Advertising Functions

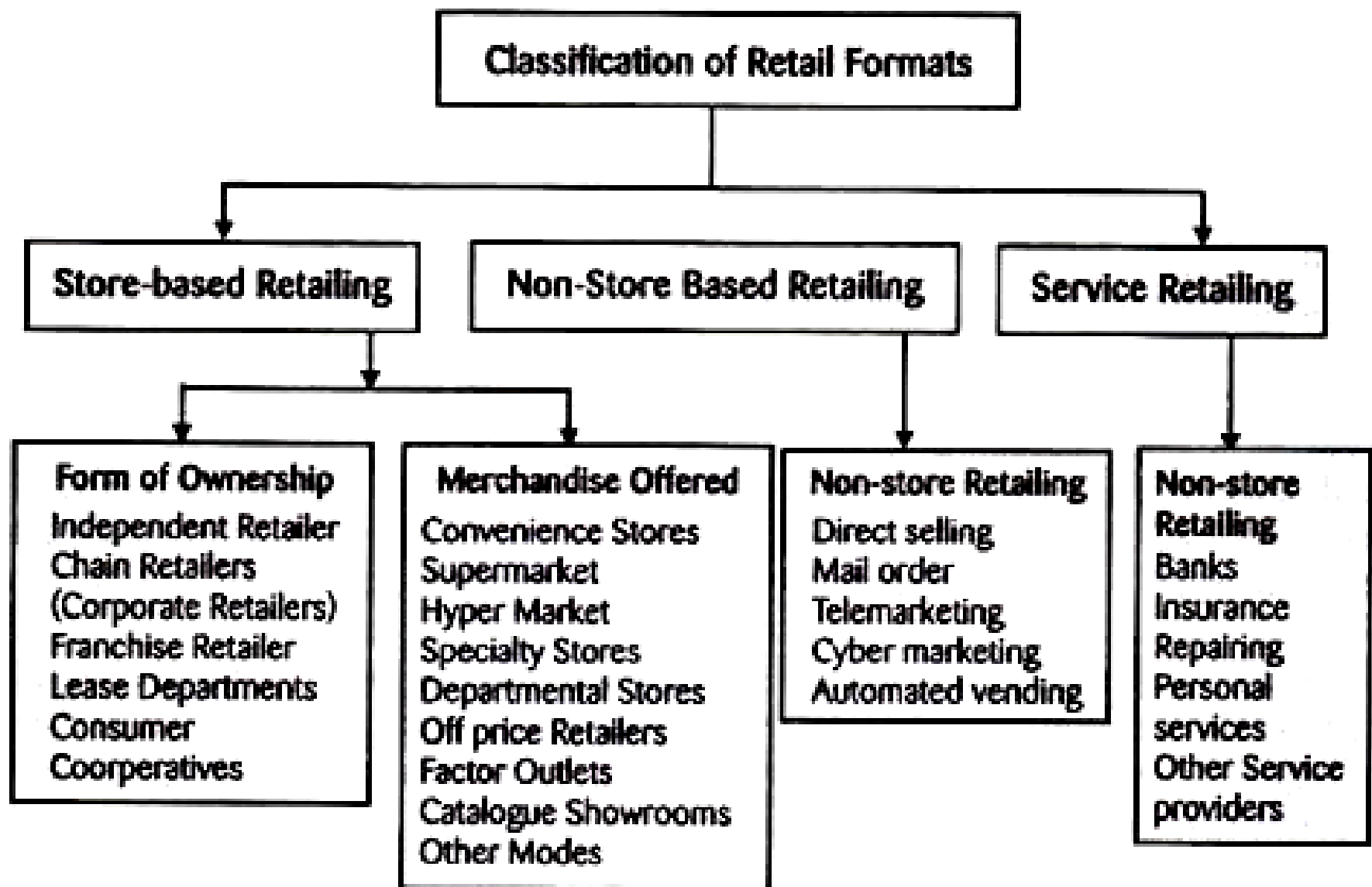


Figure 1: Classification of Retail Modes



Forms of Business Ownership

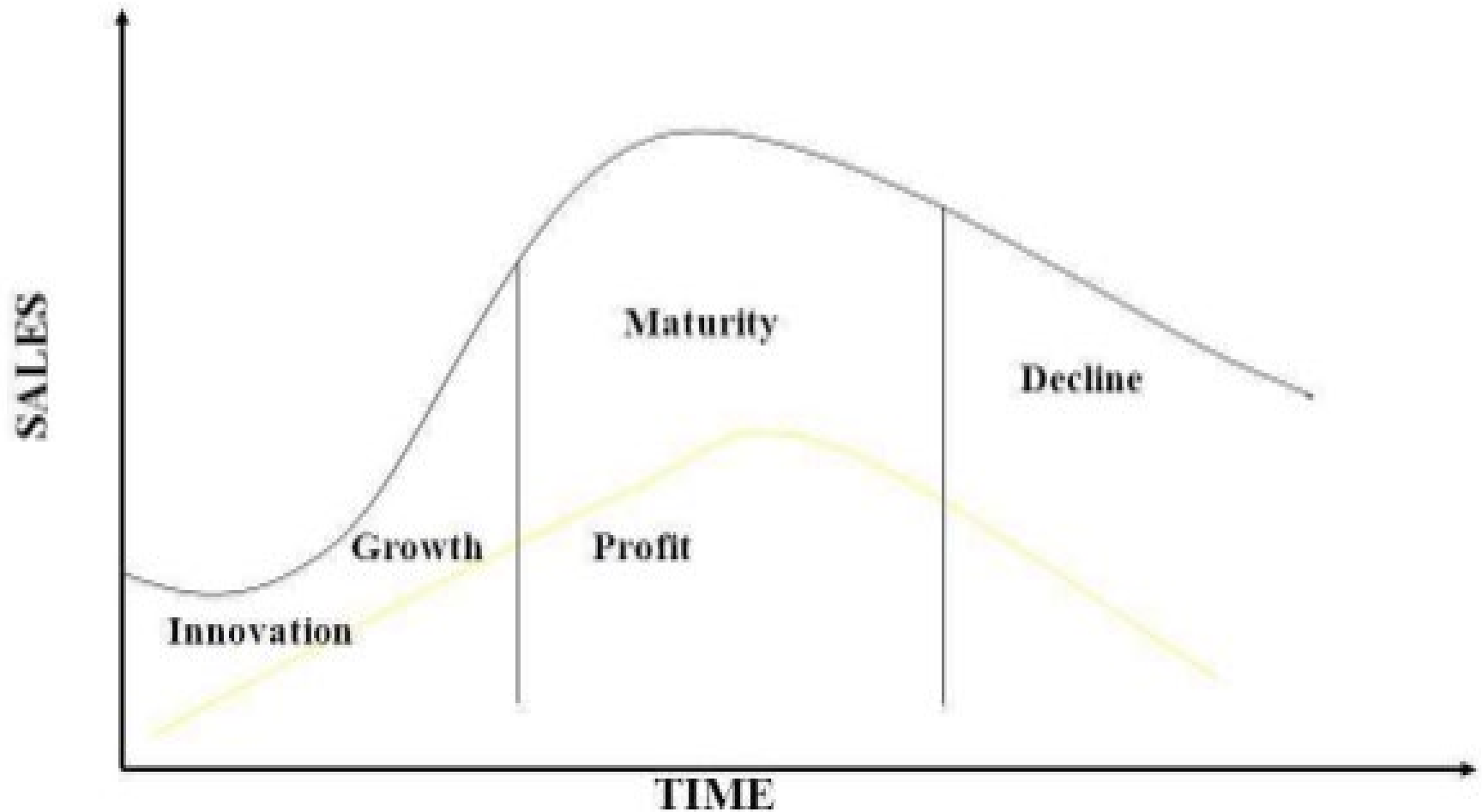
- Sole or Individual Proprietorship
- Partnership
- Corporation

RETAIL THEORY

"WHEEL OF RETAILING"



The Retail Life Cycle



Retail business in india



Thank
you!!
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