

RETAIL STRATEGIES AND OPERATIONS

COURSE CODE- RTM 3

Max. Marks (Ext. Exam): 80
Min. Pass Marks : 32

OBJECTIVE :

To enable student\$ to understand the functioning of retail operations and management of stores by relevant retail strategies after appropriate market research, to further understand the financial aspect of retail management.

COURSE CONTENTS :

UNIT – I Retail stores operations. Mall management, setting objectives for retailers', performance, Management of retail brand.

UNIT – II Retail strategies, Retail marketing strategy, Finance and location strategies for retailing.

UNIT – III Market research for retail management, Trading area analysis Research before and after setting up a retail store.

UNIT – IV Retail management information system, Information gathering and processing, Application of I.T. to retail management.

UNIT – V Financial aspects of retail, Retail audit and measures of performance evaluation.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks.

SUGGESTED READING :

1. Retail management, a Strategic Approach by Berman Barry, Evans Joel R., Pearson Education.
2. Retail management by Michael Levy, Tata McGraw Hills.
3. Retail management by Chetan Bajaj, Rajnish Tuli & Nidhi Shrivastav.
4. Retailing by Robert Lusch, Patrick Dunne, South Western Publishing Co.