

Module-1 Introduction to retailing- (10hours)

Concept of retailing, functions of retailing, terms and definition, retail formats and types , retailing channels, importance of retailing , changing trends in retailing.

Module -2 Retail market segmentation and strategies- (10hours)

Market segmentation and its benefits, kinds of markets, definition of retail strategy, strategy for effective market segmentation, strategies for penetration of new markets, growth strategies, retail value chain.

Module-3 Retail location selection- (10 hours)

Importance of retail locations, types of retail locations, factors determining the location decision, steps involved in choosing a retail locations, measurement of success of location.

Books for reference

- 1. Retail management- levy & weitz,8/e, TMH 2012
- 2. Retail management swapna pradhan, 4/e TMH 2012
- 3. Retail marketing management-david gilbert , 2/e pearson education.