

IMT- 81

RETAIL MANAGEMENT

Notes:

- Write answers in your own words as far as possible and refrain from copying from the text books/handouts.
- Answers of Ist Set (Part-A), IInd Set (Part-B), IIIrd Set (Part – C) and Set-IVth (Case Study) must be sent together.
- Submit the assignments in IMT CDL H.O. along with the assignments Question Papers for evaluation .
- Only hand written assignments shall be accepted.

<u>A. First Set of Assignments</u>	5 Questions, each question carries 1.5 marks.
<u>B. Second Set of Assignments</u>	5 Questions, each question carries 1.5 marks.
<u>C. Third Set of Assignments</u>	5 Questions, each question carries 1.5 marks. Confine your answers to 150 to 200 Words.
<u>D. Forth Set of Assignments</u>	Two Case Studies : 7.5 Marks. Each case study carries 3.75 marks.

SECTION - A

- What is retailing? 'Retailers are the gatekeepers to the Market'. Explain.
- What do you mean by situational analysis?
 - What does retail strategy implementation and control entail.
- What are the opening and closing activities of the retail store. Discuss the duties and responsibilities of a retail store manager in today's competitive world.
- Why are the essentials of relationship retailing. .
 - Explain the visible and invisible elements of a value chain.
- Describe the classification of retail formats. What are some of the emerging retail formats in India. Give examples to support your answer.

SECTION - B

- What is Franchising? Why is it popular?
 - Describe the characteristics of various types of franchising.
- What do you understand by the Retail mix . How is it different from the Marketing mix.
- Briefly discuss the key retail segments in the Indian retail industry. What are the Indian and Global retailers in these segments?
- How can store location problem be solved in an effective way? Discuss with examples. Why are store location decisions irreversible?
- Discuss some causes of poor inventory control. List the features of just-in-time technique.

SECTION - C

- Differentiate between a customer, a visitor and a consumer. How can loyal customers help a store to become competitive?
- What role can a floor staff play in customer service?

- (b)How can wandering customers be vital for an organization?
3. Should sales promotion be a continuous exercise .Give your point of view with suitable reasons. Explain the concept of push and pull sales promotion.
 4. Why is managing a store a complex activity? Discuss. What are some of the activities that take place during trading hours..
 5. Explain the retailer's Strategic profit Model. How is financial leverage a measure of retailer's performance?

CASE STUDY - 1

Whole Foods Market is a supermarket chain with less than two-hundred stores selling healthy, gourmet products such as organic vegetables, free-range poultry, foods without artificial ingredients or hydrogenated fats, and many environment-friendly products such as non-polluting detergents and chlorine free diapers. The company began in the 1970s as a natural-food stores that catered to hippies. Through the purchase of small-health food stores in major cities, the company gained more exposure and access distribution channels for natural foods. During the late 1980s and the 1990s, the company's growth was fuelled by the by the upsurge's in Americans' desire for healthy living and their interest in gourmet cooking. Whole Foods does very little advertisings but receives constant free media exposure because it is often mentioned in popular TV series, praised by celebrities on talk shows, and featured in newspapers and magazines as a business success story. The company educates consumers about foods, provides recipes, and even arranges trips where consumers meet with local fishermen. Its supermarket cashiers and stock personnel receive education about foods and earn above average-wages. Whole Foods' prices are significantly higher than products in traditional supermarkets because the keys to its profitability and higher profit margins for products that traditionally yield slim margins, and much larger than per-square-foot sales than that of conventional supermarkets. But as the company's CEO pointed out, Americans spend far less of their income on food than other nations and that's why most of it doesn't taste very good; if they want to eat higher-quality foods, they have to pay for them. In 2005, Whole Foods stated its numbers to double the number of its stores by 2015.

Questions

1. Discuss the promotion strategy of Whole foods. Why or why not is it appropriate? Elaborate.
2. Discuss the Positioning of Whole Foods.
3. Do you think doubling the number of stores is a sound strategy when "Americans spend far less of their income on food than other nations". Explain your point of view.

CASE STUDY - 2

Organized retailing in India is poised for exponential growth. It is expected to experience new paradigms due to the changing dynamics in areas such as demand, supply, technology, supply chain management, government policy. What are the underlying opportunities and challenges in this sector?

It is said that as consumerism is rapidly growing, rural consumers will be the biggest beneficiaries. At the same time, the retailer is expected to provide value to the customers, associates, employees and consumers. It may be noted that it is difficult to sustain retail business with such dynamics and changes taking place in the market. The need of hour is flexibility in business so that it can change according to the needs of the market.

With fast changes in rural market, some large companies are ready to enter the organized retail business in small cities and towns. The question is how far they would succeed. If they enter this field, they have to decide that weather they should focus on value retailing or lifestyle retailing.

Retail cannot develop by setting up only malls. In order to promote retail we also have to promote India as a shopping destination. For this, it is necessary to give Indian retail an Indian face. While we bring in foreign formats to grow, it is very important that India develops her own format rather than just to imitate foreign malls.

Questions

1. How is organized retailing different from unorganized retailing? State the advantages and disadvantages of both forms.
2. Taking example of an organized retailer in India, explain how have they been successful in giving an Indian face to retail?
3. List the opportunities and threats before organized retailing.