



INTRODUCTION TO RETAILING

MEANING OF RETAILING



Derived from **FRENCH** word which means 'to cut a piece of' or 'to break the bulk'.



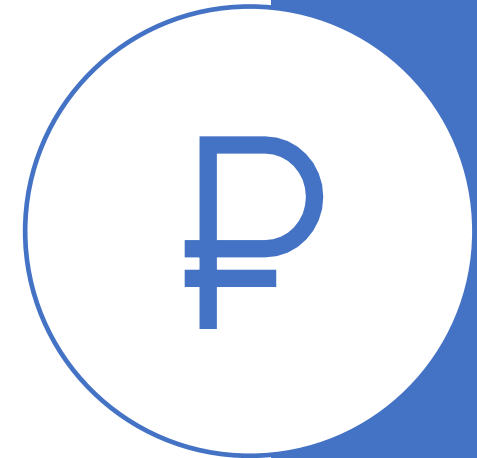
Retail is the sale of goods and services from individuals or businesses to the end-user.



Retailers are part of an integrated system called the supply chain. A retailer purchases goods or products in large quantities from manufacturers directly or through a wholesale, and then sells smaller quantities to the consumer for a profit.

MEANING OF RETAILING

- Retailing consists of all business activities involved in selling goods & services to consumers for their personal, family, or household use.
- In contrast, wholesaling is an intermediate stage in the distribution process Impact on economy.
- Retailing is a major part of world commerce. Retail sales & employment are key economic contributors.



CHARACTERISTICS OF RETAILING



Direct interaction with customers



Point of purchase display and promotion



Lower average amount of sales transaction



Location/large number of retail business units

FUNCTIONS PERFORMED BY RETAILER



Assortment of products and services



Breaking bulk



Holding inventory



Providing services



Channel of communication



Transport and advertising functions



Creation of utilities

IMPORTANCE OF RETAILING



WHY PRODUCERS NEED
RETAILERS?



WHY CONSUMERS
NEED RETAILERS?



WHY SOCIETY NEED
RETAILERS?

FACTORS INFLUENCING THE RETAIL MANAGEMENT

RANGE OF MERCHANDISE

CONVENIENCE OF SHOPPING AT A
PARTICULAR OUTLET

TIME TO TRAVEL

SOCIO-ECONOMIC BACKGROUND AND
CULTURE

STAGE OF FAMILY LIFE CYCLE

RETAIL FORMATS- ORGANISED RETAILING



The Organized retail sector is regulated by the government and the employment terms and working hours per day in this sector are fixed.



The Organized retail sector is governed by various acts like Bonus act, factories act, minimum wages act, and PF act, etc.



Owned by a private or Govt. sector based on certain systematic principles. Examples- Big bazaar, Wal-Mart etc. They have license to sell the products and abide by the rules and regulation of govt.

RETAIL FORMATS-UNORGANISED RETAILING



- **There is no government act to govern the unorganized retail sector.**
- **No government rules are followed in the unorganized retail sector.**
- **They are owned by a private individual & based on the principles, but not owned by any private company**