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Retail Management Fails

By S.C. Bhatia

Atlantic Publishers & Distributors (P) Ltd, 2008. Softcover. Book Condition: New. Preface; 1. An Introduction to Retailing; 2. Retail in India; 3. International Retailing; 4. Channels of Distribution; 5. Retailing and the Competitive Environment; 6. Customers; 7. Formulating and Implementing Retail Strategy; 8. Retail Location; 9. Store Design and Layout; 1. Category Management; 11. Supply Chain Management; 12. Retail Buying; 13. Retail Brands; 14. Retail Pricing; 15. Retail Promotion Strategy; 16. Retail Services; 17. Human Resource Management (HRM); 18. Inventory Management and Control; 19. Financial Planning and Control; 2. Internet Retailing; 21. Information Technology and Retailing; 22. Managing in Good Times and Bad: Dealing with Booms and Slumps; 23. Legal and Ethical Issues in Retailing; Glossary; References; Index Retailing is the set of business activities that adds value to the products and services sold to consumers for their personal or family use. Often people think of retailing only as the sale of products in stores. But retailing also involves the sale of services: overnight lodging in motel, a doctor's exam, a haircut, a video-tape rental or a home-delivered pizza. Not all retailing is done in stores. A retailer is a business person who sells products or services or both, to...



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