

Retailing Management

Dr. Raymond Musyoka

SEVIS UON
Seed Enterprises Management Institute

University of Nairobi

What is Retailing?

- ...set of activities that products/ services are marketed to the final consumer for their own personal or household use.

What does Retail Management Entail?

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1. Manage
Retail
Environment

2. Retail
Planning &
Development

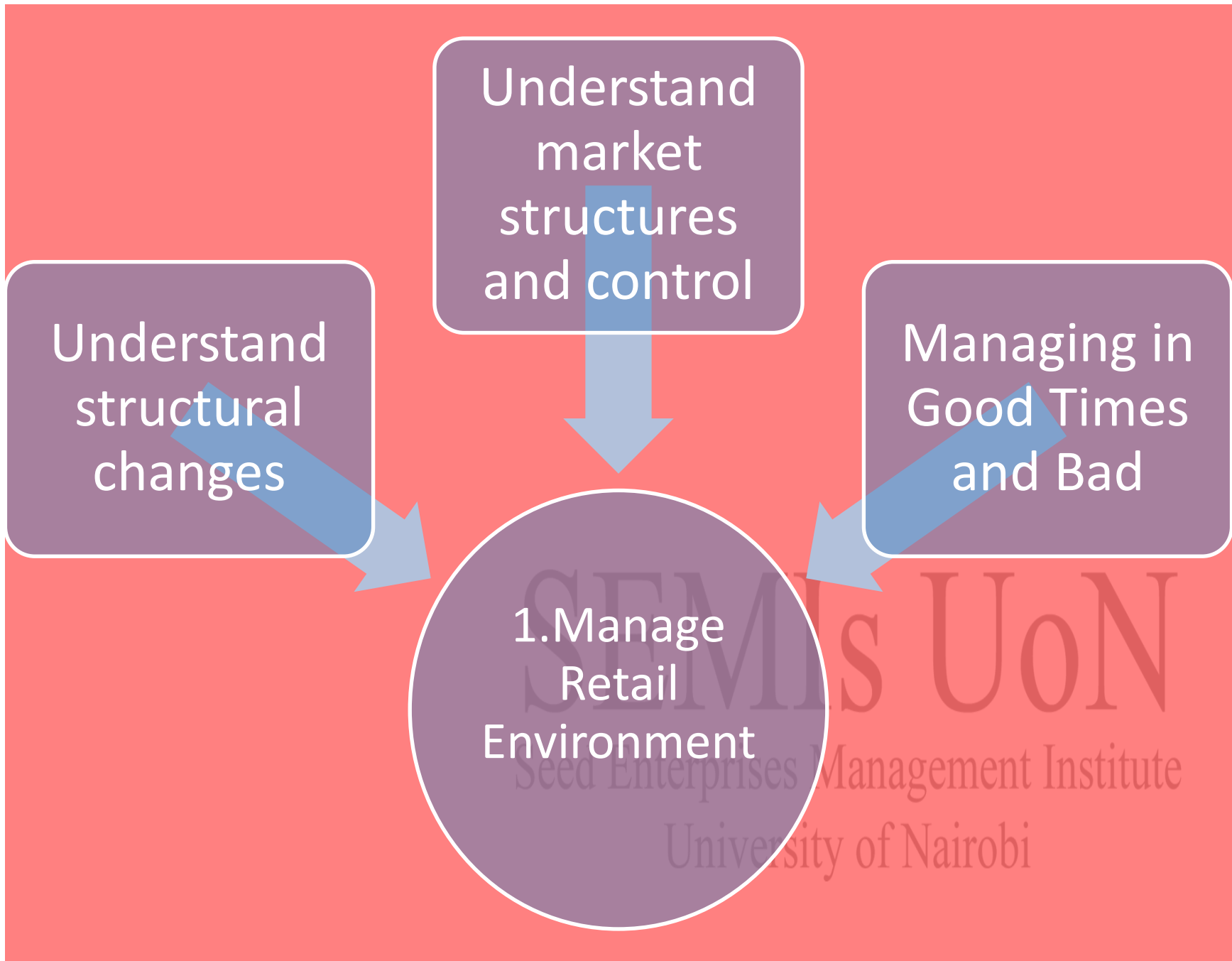
3. Retail
operations

4. Delivering the
Product

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2. Retail Planning & Development

(a) Strategic marketing Planning for Retailing

- Develop the Retailing plan
- Integrate to the marketing system
- Forge Relationships for success

(b) Know your customers

- Gather Information about your customers/Consumers

(c) Merchandise plan and control

- Planning
- Sourcing
- Arranging & Displays
- Space management

(d) Establish a pricing strategy

- Objectives
- Policies
- strategies

(e) Promoting the store

- Communicate the image
- Promote retailer as a brand
- Select the promotion mix

(f) Locate the store in the Retail Environment

- Identify the location
- Evaluate the trading area
- Define the catchment area

Your Experience

- _____
- _____

3. Retail operations



(a) Store design and layout

- Internal store/ atmospherics/displays
- External store

(b) Create Quality Retail services

- Retail services
- Branding
- Analyses service problems

(c) Create Tangibility

- From service provider to service Retailer
- Promote the service
- Deliver the service



(d) Logistics

- Physical distribution and Inventory management
- Warehouse management

(e) Financial development

- Budgeting

**Your
Experience**

- _____
- _____

4. Delivering the Product

(a) Developing New Relationships

- Retail Information systems
- Category management
- Integrating supply chain management
- Customer Relationship management
- Retail Security

(b) Making people matter

- Retail employment
- Planning the workforce
- Organizational culture
- Health and safety

(e) Out of store Retailing (Buy by hire)

- Internet
- Television shopping
- Mail order catalogue



Questions

Comments

Discussions

Discussion case

Over the last few years many marketing consultants have flourished through providing design services to Agro-vet stores managers. Equally, many retailers believe it is necessary to refurbish their stores much more frequently than in the past.

Examine why this should be so and discuss the relationship between store layout and 'atmosphere'.