

Unit II



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MBA IV Semester [MBA MK 03]



Situation analysis

- Organisational mission
- Ownership and management alternatives
- Goods/ service category
- Personal abilities
- Financial resources
- Time demands

- Objectives behind situational analysis
 - Sales
 - Profit
 - Satisfaction of public
 - Image (positioning)

Classification of retailers on the basis of Ownership Structure - I

- **Independent single store ownership structure**
 - Flexibility in choosing retail formats and locations.
 - High numbers
 - Low capital base
 - Higher flexibility
 - Low volume business

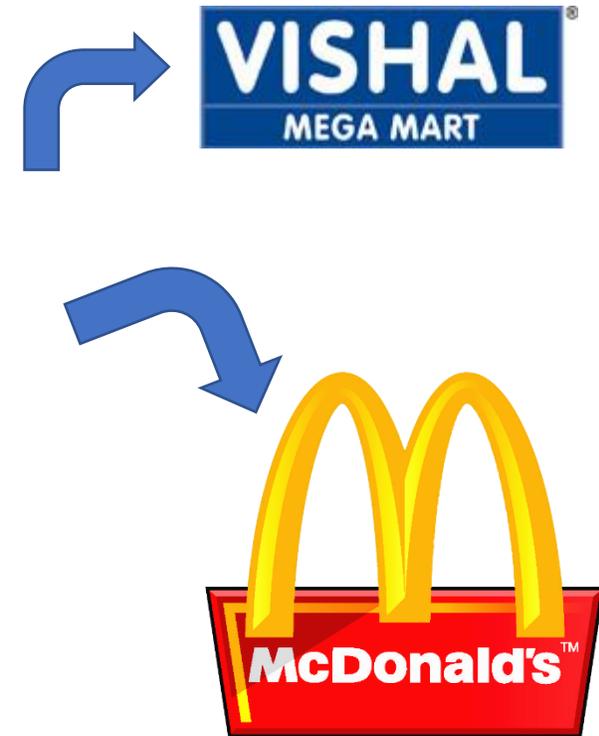
Classification of retailers on the basis of Ownership Structure - II

- **Corporate chain store**
 - Multi store under common ownership.
 - Same products and assortments across different stores.
 - Practices are standardize.
 - Centralized purchasing policy.

Classification of retailers on the basis of Ownership Structure - III

- **Franchising**

- Franchisee owned and franchisee operated
- Franchisee owned and company operated
- Benefits from experience of others
- Participation in training programs
- Marketing support
- Satisfaction of owning a business venture



Classification of retailers on the basis of Ownership Structure – IV

- **Leased store/ departments [Shop-in-Shop]**
 - One stop shopping experience.
 - Complimentary goods or assortments
 - Shared expenses (Cost efficient)



Classification of retailers on the basis of Ownership Structure – V

- **Consumer cooperatives**
 - Competitive price with reasonable quality
 - Gratifying shopping experience
 - Benefits of sales promotion scheme and gifts



Classification of retailers on the basis of Brand Availability

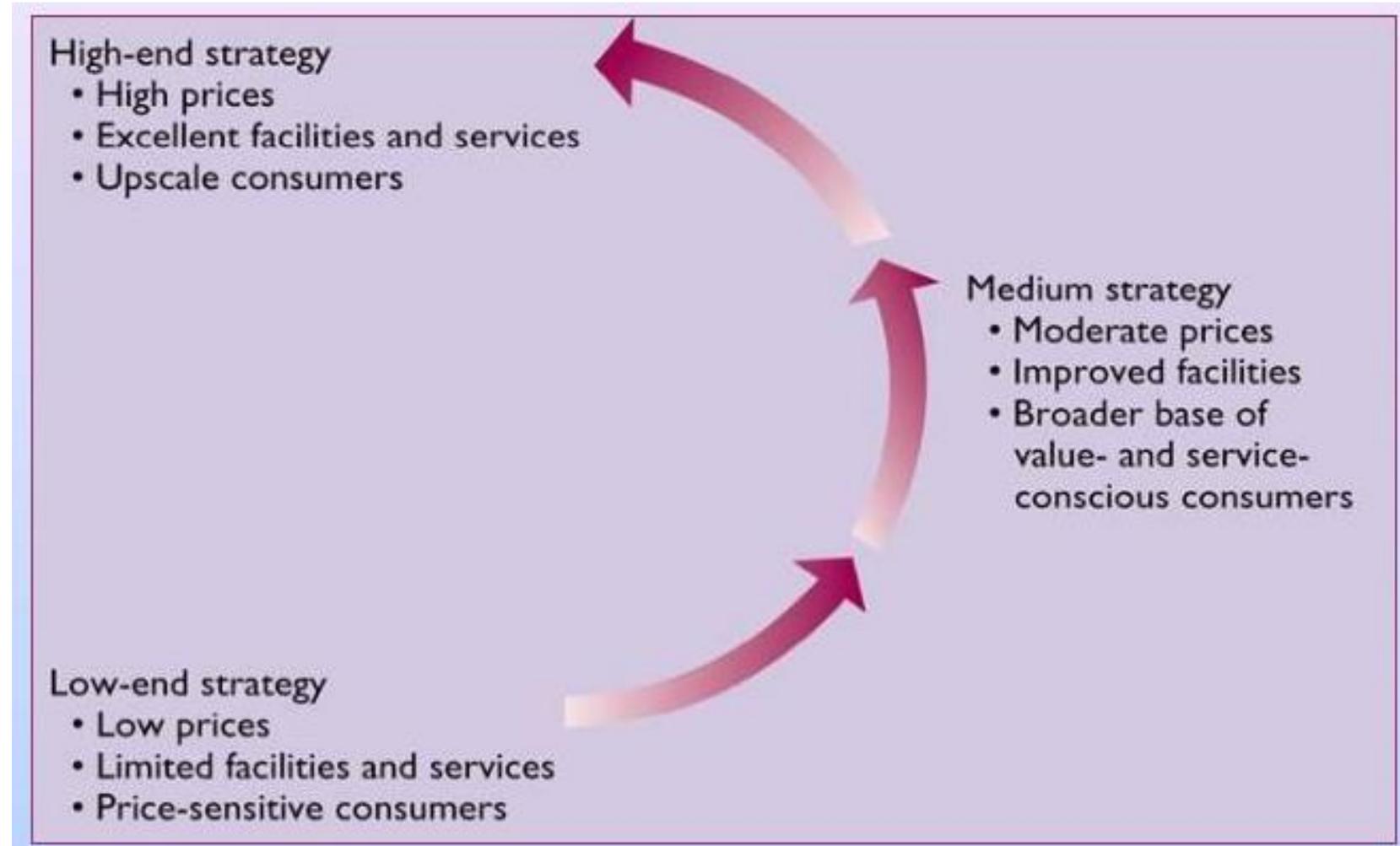
MBO (Multi Brand Outlets)

- Variety is hallmark of MBOs
- MBOs are difficult to manage
- Investment to setup store is low
- Only specific products of a brand are displayed

EBO (Exclusive Brand Outlet)

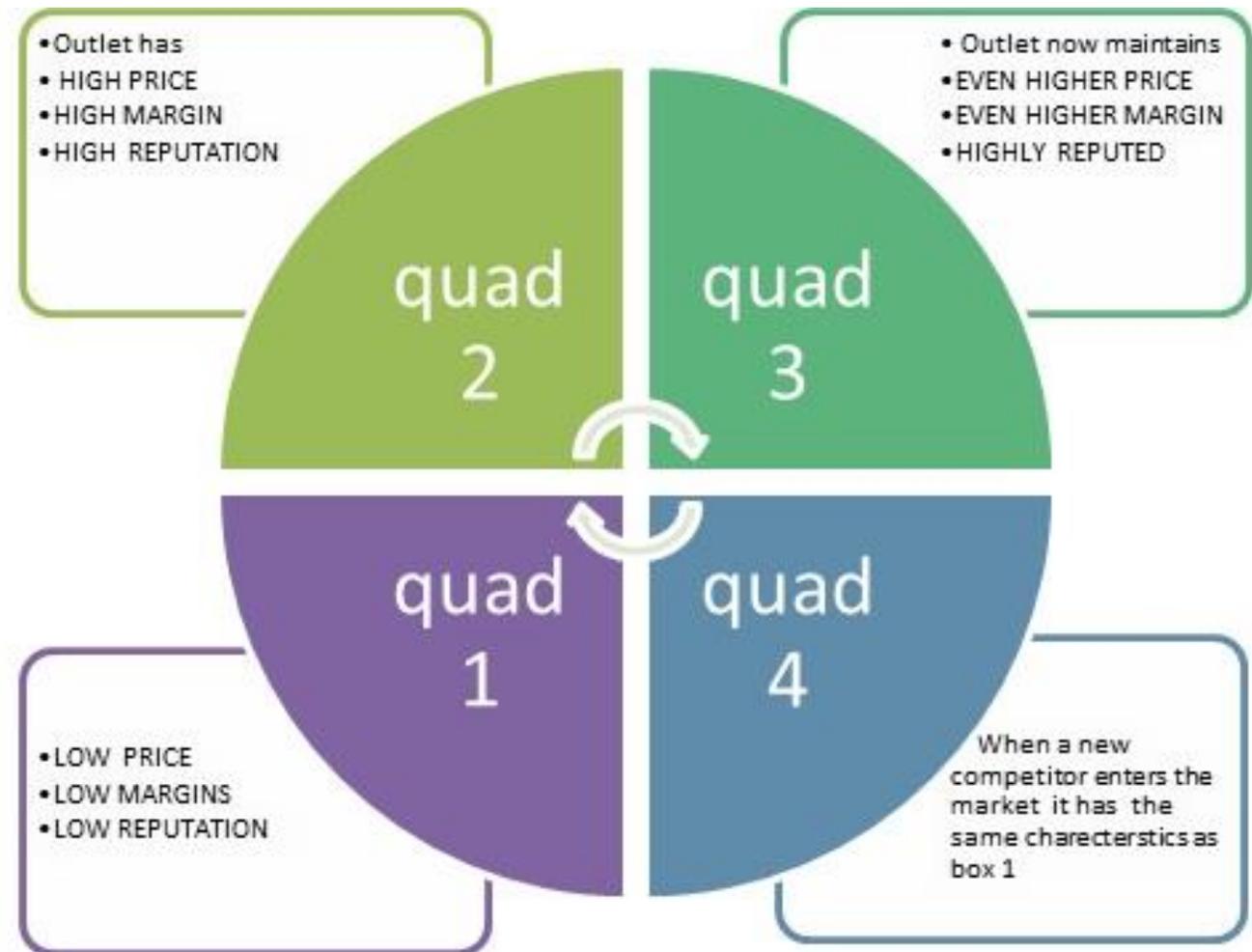
- Exclusivity is the main theme
- EBOs are easy to manage
- High Investment required to create ambiance
- The entire range of brand manufacturer is displayed

Wheel of Retailing - I



Source:
<http://www.yorku.ca/Iripley/imUchannels.htm>

Wheel of Retailing - II



Source:

<http://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/2823-wheel-of-retailing-concept.html>