

RETAIL MANAGEMENT APPLICATION USING SALESFORCE

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PROJECT NAME

Retail Management Application Using Sales force



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Management

Management refers to the process of bringing people together on a common platform and make them work as a single unit to achieve the goals and objectives of an organization. Management is required in all aspects of life and forms an integral part of all business.

What is Retail ?

- Retailing – a set of business activities that adds value to the products and services sold to consumers for their personal or family use.
- A retailer is a business that sells products and/or services to consumers for personal or family use.

Retail Management

- The various processes which help the customers to procure the desired merchandise from the retail stores for their end use refer to retail management.
- Retail management includes all the steps required to bring the customers into the store and fulfill their buying needs.
- Retail management makes shopping a pleasurable experience and ensures the customers leave the store with a smile. In simpler words, retail management helps customers shop without any difficulty.

How Retailers Add Value

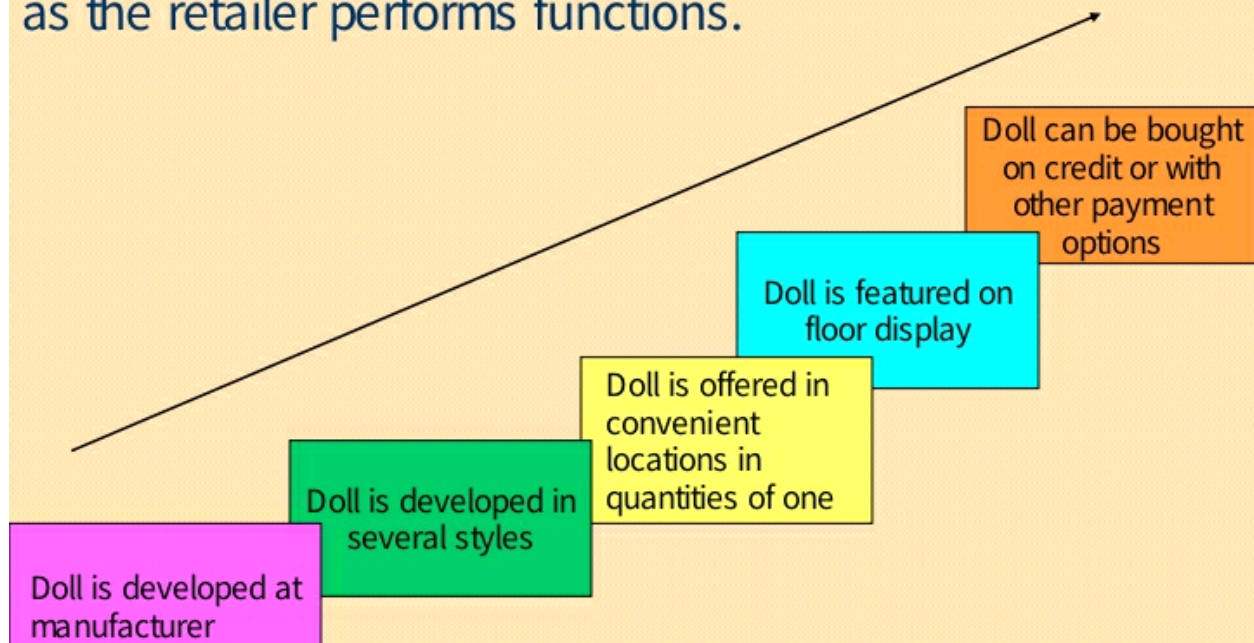
- Breaking Bulk
- Holding Inventory
- Providing Assortment
- Offering Services

Nature of Retail Industry is Changing



How Retailers Add Value

The value of the product and service increases as the retailer performs functions.

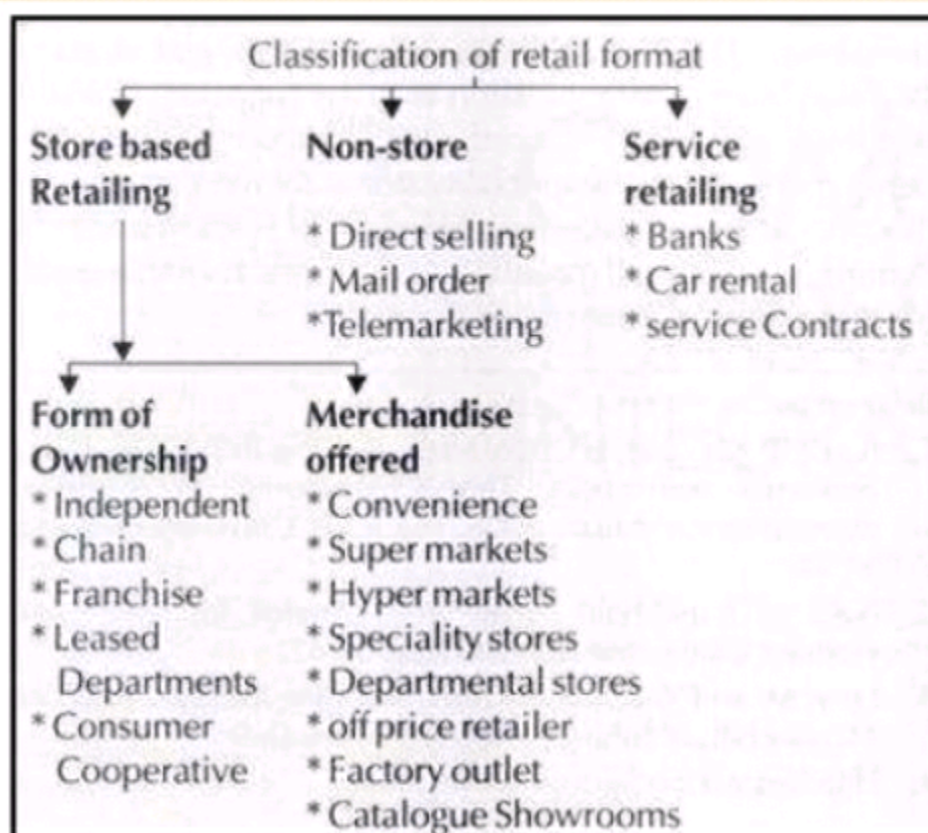


Functions of a retailer

- Creates value (Assorting, breaking bulk, holding inventory, providing services)
- Customer convenience
 - Access to a broad variety
 - Create place, time, and possession utilities
- Important link in the supply chain
- Supply of information
- Risk bearing (Spoilage, natural risks, change in customer's taste)

- Financing
- Introduction of new products
- Advertising
- Economic development

Retail Formats



Scope of retail management

- Buying and merchandising
- Marketing
- Store operation
- Human resources
- Sales
- Finance
- Visual merchandising
- Supply chain management and logistic

Store Based Retailing

Form of ownership

Independent retailer

- Owns and operates only one retail outlet. Such stores can be seen under proprietorship.
- The individual retailer can easily enter into a retail market. The owner is assisted by local staff or his family members. These kinds of shops are passed from one generation to other generation.
- For example, stationery shop, or a cloth store, grocery store, etc.

Advantages Independent retailer

- Flexibility
- Investment Costs Down
- Ease in entry
- Strong
- Rapport with customers
- Independence
- Entrepreneurial Drive

Retail Management Strategies

The retail industry is a very dynamic and competitive sector in the market. You have to apply various management strategies for the survival and growth of your retail business.

“You love it when you visit a store that somehow exceeds your expectations, and you hate it when a store inconveniences you, or gives you a hard time, or pretends you are invisible.” –Sam Walton

The retail management strategies include marketing, price the product, discounts to attract the customer as other techniques that help to grow your business.

Chain retailer/corporate retail chain

• When two or more retail outlets are under a common ownership it is called a retail chain. Chain Stores are groups of retail stores engaged in the same general field of business that operate under the same ownership or management, chain stores are retail outlets owned by one firm and spread nationwide

. • For example, Big bazaar, Shopper's stop, CCD etc.

Advantages Chain retail

- Bargaining Power with the suppliers
- Cost Efficiencies
- Operating Efficiencies
- Technical Abilities
- Advertising Availability

Disadvantage Chain retail

- Time and Resources Spent on Long-run Planning
- Limited Flexibility
- Investments High
- Managerial Control is Difficult
- Limited Independence for Personnel

Importance of Retail Management

Also If you ask me why is retail management important? The answer is that it is one of the most factors to run a retail business flawlessly.

You might know any person who started a business but, could not survive in the market for the long term.

So, it helps you to serve your customers in a proper manner and boost the customer satisfaction.

If you are sincerely following the retail management process, you will notice an increment in the productivity of your employees also...

How to Become an Effective Retail Manager?

Meanwhile, retail industry is rapidly expanding every day and it is the fastest growing business in the whole world.

It generates employment for millions of people every year. Following are the qualities to become an effective retail manager-

Should be well-dressed and well-groomed

Strong communicative skills

Ability to convince people

Expert in negotiation skills

Motivate and train employees to develop them for the short-term and long-term business strategy

Maintain the coordination inventory

Should be updated about competitors and market trends.

Franchising

- A franchise is a contractual agreement between franchisor and a franchisee in which the franchisor allows the franchisee to conduct a business under an established name as per the business format

. • In return the franchisee has to pay a fee to the franchiser

- For example: Pizza hut, McDonalds, etc

Franchisee Advantages

- Small Capital Investment
- Brand Awareness
- Operation Procedures and Management Skills
- Reduced Marketing Cost
- Exclusive Selling Rights

Franchisee Disadvantages

- Contract Provisions
- Cancellation Clauses

- Less authority in decision making

Franchisor advantages

- National or Global Presence
- Ownership Qualifications Set
- Stringent Rules for Franchisees
- Royalties Continue
- Smooth Operations

Franchisor Disadvantages

- Intra-franchise Competition
- Injured Profitability
- Franchisee Desire for Independence

Store Based Retailing

On the Basis of Merchandise offered

Departmental Stores

- A departmental store is a large scale retail institution that offers several products from a pin to plane such as clothing, grocery etc. Retail establishment that sells a wide variety of goods
- Departmental stores are the largest form of organized retailing today, located mainly in metro cities, in proximity to urban outskirts.
- They lend an ideal shopping experience with an amalgamation of product, service and entertainment, all under a common roof. Examples include Shoppers Stop, Pantaloon, etc

Convenience stores

- These are relatively small stores located near the residential area.
- They offer limited line of convenient products
- Sells items such as candy, ice-cream, soft drinks, lottery tickets, cigarettes and other tobacco products, newspapers and magazines, along with a selection of processed food and perhaps some groceries, etc.
- Such stores enable the customers to make quick purchase and offer them few services. They stock a limited range of high-turnover convenience products and are usually open for extended periods during the day; Prices are slightly higher due to the convenience premium.

Super Market

- These are retail organizations that provide low cost high volume self-service operation to meet consumer requirements. Most of the super market charge lower price. Example: Patel low price, Big Bazaar

- They are the large self-service outlets, catering to varied shopper needs. These are located in or near residential high streets. A supermarket, also called a grocery store, is a self-service store offering a wide variety of food and household merchandise, organized into department.

- It is larger in size and has a wider selection than a traditional grocery store and it is smaller than a hypermarket or superstore. Supermarkets usually offer products at low prices by reducing their economic margins.

Hyper Market

- A hypermarket is a superstore which combines a supermarket and a department store.

- Hyper markets are huge retail stores that offer various products such as clothes, jeweler, stationery, electronic goods at cheaper price

- Example: Star Bazaar, Giant Stores etc. They focus on high volume.

Specialty stores

- Specialty stores carry a narrow product mix with depth of assortment within the line

- The emphasis is on a limited number of complimentary products and high level of customer service

- Specialty store often sell shopping goods such as Jewelry, apparel, computers, music systems, sporting goods.

- Like; Titan watches, Van Heusen, Raymond's.

Hyper Market



Non-Store Based Retailing

Direct Selling:

- Direct selling is a retail channel for the distribution of goods and services. There is no fixed retail location. In direct selling there is a direct contact of the retailer with his ultimate customers.
- It is highly an interactive form of retailing. Products like cosmetics, food items are sold in such manner. The retailers visit home place or work place of the customers to sell the products. It is also

known as network marketing where the products and services are sold face to face.

Mail order:

- It is a retail format in which offerings are communicated to the customers through a catalogue, letters or brochures. Such retailing is suitable for specialty products. The buyer places an order for the desired products with the merchant through website. Internet and online payment options, has made shop from home easier.

Tele Marketing:

- It is a form of retailing in which the products are advertised on television. Details about the product in regard to its features, price, warranty, direction to use etc. are mentioned and explained. Phone numbers are provided due to which customers can make a call and place an order for the product.

Automatic Vending:

- This is a form of non store retailing in which the products are stored in a machine and dispensed to the customers when they deposit cash. Vending machines are placed at convenient and busy locations like air ports, shopping malls, working place etc. This machine primarily contains products like chocolates, snacks and drinks etc

Electronic retailing:

- It is also called as e-tailing or internet retailing. It is a retail format in which products are offered to the customers through internet. The customers can evaluate and purchase the products from their homes or office place. This kind of retail is gaining importance in recent years.

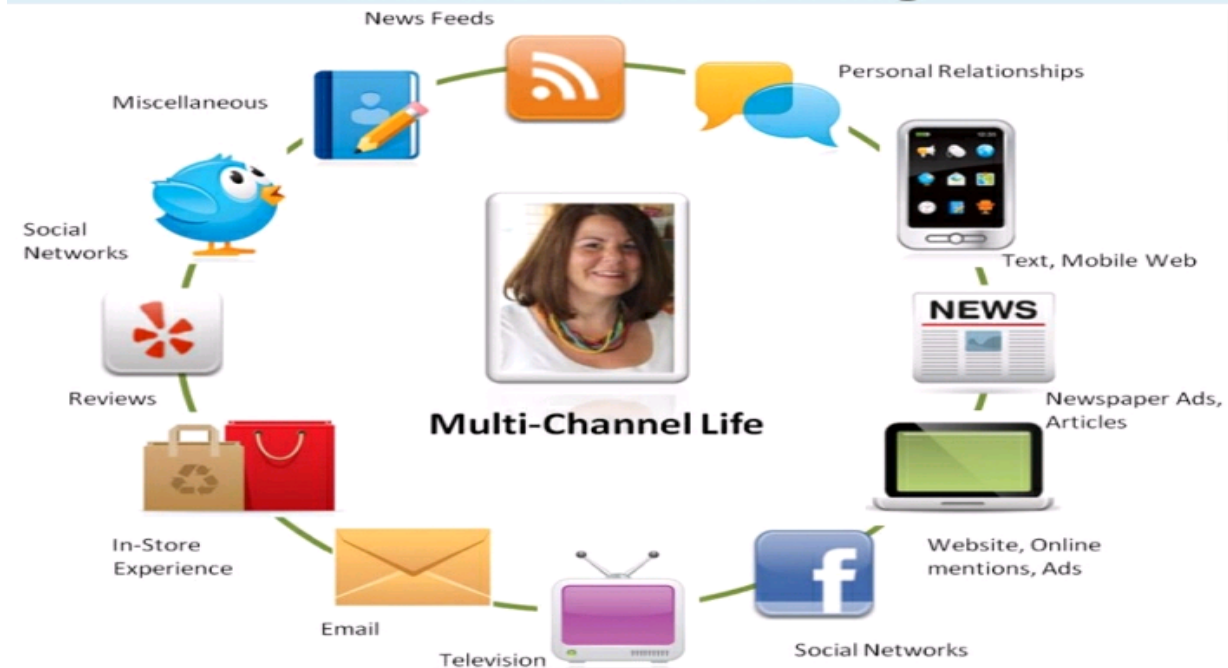
Multichannel retailing

- Multi-channel retailing is a marketing strategy that offers your customers a choice of ways to buy products.




- A true multi-channel strategy covers purchases from a store, purchases from a website, telephone ordering, mail orders, interactive television, catalog ordering and comparison shopping sites.
- The aim of a multi-channel retailing strategy is to maximize revenue and loyalty by offering your customers choice and convenience



Multichannel retailing



Benefits Provided by Different Channels

Stores	Catalogs	Internet
		
<ul style="list-style-type: none"> • Browsing • Touching and feeling merchandise • Cash payment • Instant gratification • Personal service • Entertainment and social interaction • Risk reduction 	<ul style="list-style-type: none"> • Convenience • Safety • Portability and easy access 	<ul style="list-style-type: none"> • Convenience • Safety • Personalization • Broad and deep assortments

Benefits of Multi-Channel Retailing

- Increased assortments
- Low cost in terms of investment
- Updated with current information
- Increasing customer satisfaction
- Gaining insights into consumer shopping behavior
- Expanding market presence
- Building a strategic or competitive advantage

Types of multichannel retailing



Conclusion

Whether you have a small shop for a big store you are running a retail business, then retail management must run it efficiently. A customer, everybody has 24 hours in a day and the time is very important for all. Suppose if customer enters your store and you are unable to provide the products of his in the desired time, you have wasted his time as well as yours this not a good sign.

Firstly, it rains the customer experience and the probability of converting them into a recurring customer decreases. Hence this is kind of a loss for the future of your business.