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**"How did the Retail Management course concepts help you in your group project and how?"**

Retail management taught me a procedural approach towards retail business. My group did a project on starting a flower shop business. If we were to lay out a business plan without studying this course, we would only be setting a basic infrastructure plan and initial financial plan about a small flower rerhi (vendor). But as a retail management student we planned a sustainable multi-channel business (in-shop and online) using 7 P framework, store layout for our shop, customer relationship management, visual merchandizing and signage, and performance measurement of business and staff.

After defining basic concepts that we studied in MKGT 201 (target market, unique selling point, product line), we moved towards the 7 P framework. 7 P framework provided us with a comprehensive list of areas that we should focus on while starting a new business. We defined each P for our flower shop carefully. The other major component from our project for which the course concepts helped us, was our store’s layout. In our flower shop business plan, visual merchandizing had key importance. We described store ambiance, visual merchandizing and signage using the concepts that we learned in those lectures. In retail management course, we were taught about the marketing gaps. For identification of them, we performed an online survey to get an idea about the potential gaps that we could face in our business.

Last major area was customer relationship management and performance measurement. Course taught us how to perform CRM effectively by collecting data of customers, segmenting customers, making the CRM strategy, and then implementing it. A non-retail management student would ignore the data driven CRM implementation, rather he/she would be more relying on subjective segmentation of customers. We also planned out a full performance measuring procedure of our business, staff and customers, using the concepts that we learned in last lectures.