SRM - Module-2 Mantap ice cream 12/2/25

"Control fiction Strategy" Air tight box

"Plum Cake" Kerala introduced to the World (1883)

"Vietnum" Started 1st EV vehicle Company :- Viet Fast

"Juice truck model" near parks boost health drink (mobile Portable truck)

"1600" franchies Salagara all over the India

"Payless. com" affordable Shoes

v.v.imp -> Size of Sales territories : * Nature & demand of Product * Selling Process
* Mode of Physical distribution * Transport & HUL Communication * Growth rates
* Drone delivery in kanpur by Swiggy instamart
* Shakthi Women (Widows delivers Products to retailers) from "HUL"

Allocation of Sales Territories : Avas Finance -> Hindi belt (linguistic barrier)

v.v.imp 10m Steps in Designing a Sales Territory

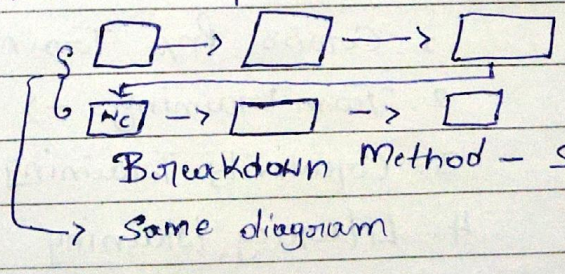
"Zero ice cream" only sell in zepto, in Tier 1 & 2 Cities only

| Factors influencing the modification of a Territory | → | 1. Select basic geographic control units ↓ |
|---|---|---|
| Market consolidation<br>Split in division<br>Sales force T/O<br>Customers realocation<br>product life cycle change<br>product line change | → | 2. Criteria for allocation ↓<br>3. Determine territ, this stage establish ↓<br>4. Assigning Sales person to territories ↓<br>5. Revising sales Territories |

By Wedding India generate 7 trillion, Dehi Capital of Weddings

* "Gro-Idly" selling it like a ice cream in road

3. This Stage territory establ :- Buildup Method - Consumer POV




Routing :- Who is going to assign where

Incentive tax

Sales quota :- It is nothing but sales targets, Sales goal set for the Product line, Company division or Sales representative. Stimulating Sales efforts

Quota :- It is a ~~p~~ expected performance objective & it is a type of plan goals which to be achieved specific period of time

Why Quota given :- Motivate the Sales person

Principle of Quta settings :- 1. SMART

V.V Imp Types of Sales Quota

1. Sales volume Quota
2. Sales Budget - " -
3. Sales Activity Quota [Task oriented
4. combination Quota
5. Based on Sales Potential
6. - " - Forecast
7. Past sales
8. Executive Judgement [delphi technique
9. Sales Person's judgement [Sheet Sales during Ugadi Deeparali
10. - " - Compensation

Recruitment & Selection of Sales Force

↓ Hiring

↓ Putting right Person in right job

Turnover :- Permanent employee, Contract employee

Training Process :- Assessment, Design, Evaluation

Types of Training

1. Cross fn/. Training -> Diff fn/.
2. Team Training -> calling me Wrong, Calling "We"
3. Creativity Training -> Convincing, (3 Frog story)
4. Literacy training

Training Method Roleplay, Gaming, didactic method,

Fishbone technique

↳ Seed, weed & feed

↓ Concentrate on what you Wanted to sell / Wanted to talk

Imp Questions Module 1 + 2

1. Selling Process
2. Em tran Sales manag
3. Method of Setting Sales quota
4. Type of Personal Selling
5. desiging Sales Terriotory factors influe
6. Design Sales force for start
7. Selling Skill
8. Res. of Sales managers
9. Communi Process
10. Conflict resolution Strategy
11. Prospecting
12. Types of Sales quota
13. Methods training Sales force

Prospecting:- Identifying + contacting the potential customers who may be interested in a company's product or services.

1. How can brand leverage VR and AR experiences in meta verse to enhance customers engagement + Brand loyalty

2. Brands use neuro marketing tech such as eye tracking + biomark to optimize digital + ~~placements~~ Product packaging markeing

Emerging trends in SM, how are they

- In 2025 India has 116 unicorn companies
  In 2025 Overall World's unicorn companies are 2,400 +
  Shop clues is India's 5th unicorn company

S&R

Unit - 4

# Introduction and Perspectives on Retailing

SKU :- Stock keeping Units

Based on SKU marketing divide into Super market & hyper market

- IKEA in Canada, late night sleep, matrics
- kumbhmel जल business through Blinkit, profit - 3.8cr [clear observation
- Gujarath Perfume Capital - Bottel made diff 1 to another
- Apparal Capital Lucknow

Total Retail Market :- 12,781B $ ₹

Apparel :- 9.31%. Beauty :- 2.2%. Food :- 74.41%.

Furniture :- 3%. Footwear :- 1%.

Jewel & Watch :- 4.3%. Book, music & gift :- 0.8%.

Retailing :- Ensure every sale to the final consumers

- → Organized :- Tax, GST, License owned. No much variation in Price
- → Unorganized :- Low - cost retailing

Retail in India :- 10% of country's GDP, 8% of employment

7.60k employment Providing by D-Mart

Asset like model in marketing :-

Public Distribution System - PDS

"Shelf Management", Packeffect, MBA specialization :- Luxury Manag

Types of Retails

Hypermarket, Super market, divide criteria → 1. Merchandise 2. Variety 3. Assortment 4. Stock keeping Unit 5. Square feet area

Super Market :- 30,000 SKU Ex:- Big bazaar, Pantaloons [10k to 30k Sq.ft]

Fresh Merchandise :- Dairy, bakery, meat. 40k to 30k Sq ft

↳ florist (ఫ్లోరిస్ట్)

- Ethnic Merchandise :- khadi
- Paris :- Sugar Manufacturers

Amul :- 30M liters / day

Private Label Merchandise :- low price, Customers loyalty, gross margin
- In b'lore MK industry started their own Private label Product/brand
- FBB is a big bazar's Private labelled brand

Super centers :- large stores (1,85,000 Sq feet)
best ex :- Wal-mart operates 2700 Supercenters, Huge SKU
1,85L macdonald operates

Hyper Market :- LULU, Sparsh, (1,00,000 to 3L Sq. feet)
- Hyper Market Stock SKUs b/w 40K to 60K groceries
Combination of food (60 to 70%) & general merchandise (40%)

Retailers classified on :- 1) Service offers 2) Product line 3. Price charged
4. How they Organised 5. Amount of Service.

Convenience Stores (Stores within near to you) Ranging 1,500 to 5K Sq. ft
- Limited no. of brands - Financial Services avilable - Fresh & healthy

Speciality Stores :- Specialize Selling what they sell, Decathlon, Bata

Category killers :- market meant for exclusive for some product
(Speciality Stores) Ex :- Haarlis (veg cakes), Decathlon (Sports)

Metro Stores :- Supermarket attached to Petrol gauges, Shopping while re-filling the petrol
Metro cities :-
Cosmo - Politan City :-
1931 Bata started in India - calcutta.
Paramel group - VIP company - Delip Paramel - 1st plastic luggage bag

Dell - direct selling started by them,
Multi-channel Retail :- 1. Store Channel 2. Non-Store Channel (internet)
Pink tax :- Extra tax for Pink colour Products

40% Jewellery belong to Jain

Role of Retailing :- Brand activation (Stimulation to buy)

Imp: 10M

Trends in Retailing

- Increased Powers of Retailers :- What ever retailers they can do
- Growing diversity of Retail formats :- mobile canteen, Transit Truck, Product variety Vans
- Emergence of region specific formats :- Momos in b'lore,
- Entry of International
- Mall development :- 1 roof everything is avilable

FDI in retail :- Product become affordable because of FDI

- Foregin direct investment in Indian Retail
  - * Single Brand Retail
  - * Multi Brand Retail :- Zodiac, Wal-mart, Tesco

FDI Favorable :- * Contracting Farmers * Consumers access to quality goods * Proper Tax System (VAT + Service tax)

FDI Unfavorable :- New System will displace the traditional shops

- 14cr. people directly or indirectly earning from retail sector

37% rural 48% Urban people depend on retail

Problems of Indian Retailing :-

- Global economic Slowdown • Competition from Unorganized • High real estate - Cost
- Infrastructure Problem • Supply chain Problem

bamboo socks

Unit - 5 :- Setting up retail Organization

* Blueberry fruit -> 2030 going to be most Populars (Bhuvaneshwar Mahabaleshwar) high growing
* Community Selling / Marketing
* Retail Strategy :- Push the product to customers
* 4 ways in marketing
* Growth Strategy :- 1) Penetration
  2) Diversification
  3)

ಮಲ್ಲೇಶ್ವರಂ - 1st Mall in B'lore  Costly Malls in UAE - Dubai  ಕಬ್ಬನ್ ಪಾರ್ಕ್ ಸುತ್ತ ಇರುವಂತೆ  Reliance -> Independent Makers



Define Store :- Place, real or Virtual, The Sales transaction occurs

10M :- Types of Retail Location :-

- Force Standing Sites :- Isolated Stores in highway, coffee shop
- City or Town location
  - inner City
  - Main Street
- Shoping centers
  - Strip Shopping centers
  - shopping malls
- Other location opportunities

Business Associated location :- APMC, Chikpette

a. Part of Busi district/centers ~~Planned~~ & unplanned ಬಟ್ಟೆ, Chickpette

b. Part of a Shopping Centers (Planned Shopping Centers) :- malls, Strip Centre

ಕೆಳಗಿನ 10M :- Steps involved in Choosing retail location

a. Market Identification

b. Determining the market potential

1. Demographic feature
2. Characteristics of household
3. ~~Household~~ Competition
4. Laws & Regulations
5. Trade area analysis - Profit margin

c. Identify alternate sites & Select the best site

SCM :- From identifying the need to Satisfying that need

Unit - 5B

Store layout and Space Planning

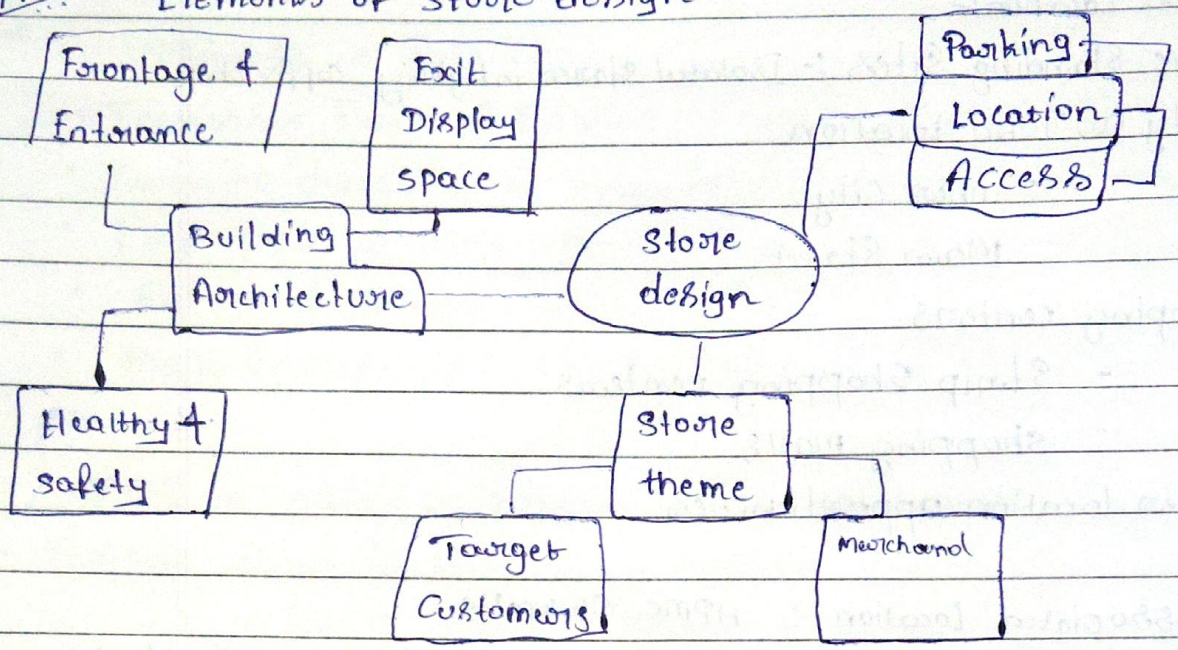
- Paracht oil ಬ cyclindrical box story because of rat

Imp 10M :- Store Layout :- Creating an enviroment which makes the customers come back

Principals of Store design :-

* Totality * Focus * Ease of Shopping * Change & flexibility

:- LuLu mall has all the above 4 Characters

• High design World's no. 1 leather Product Producer, It's Indian Product

7m. Elements of Store design