

RETAILING AND WHOLESALE



OBJECTIVES.

1. Retailing

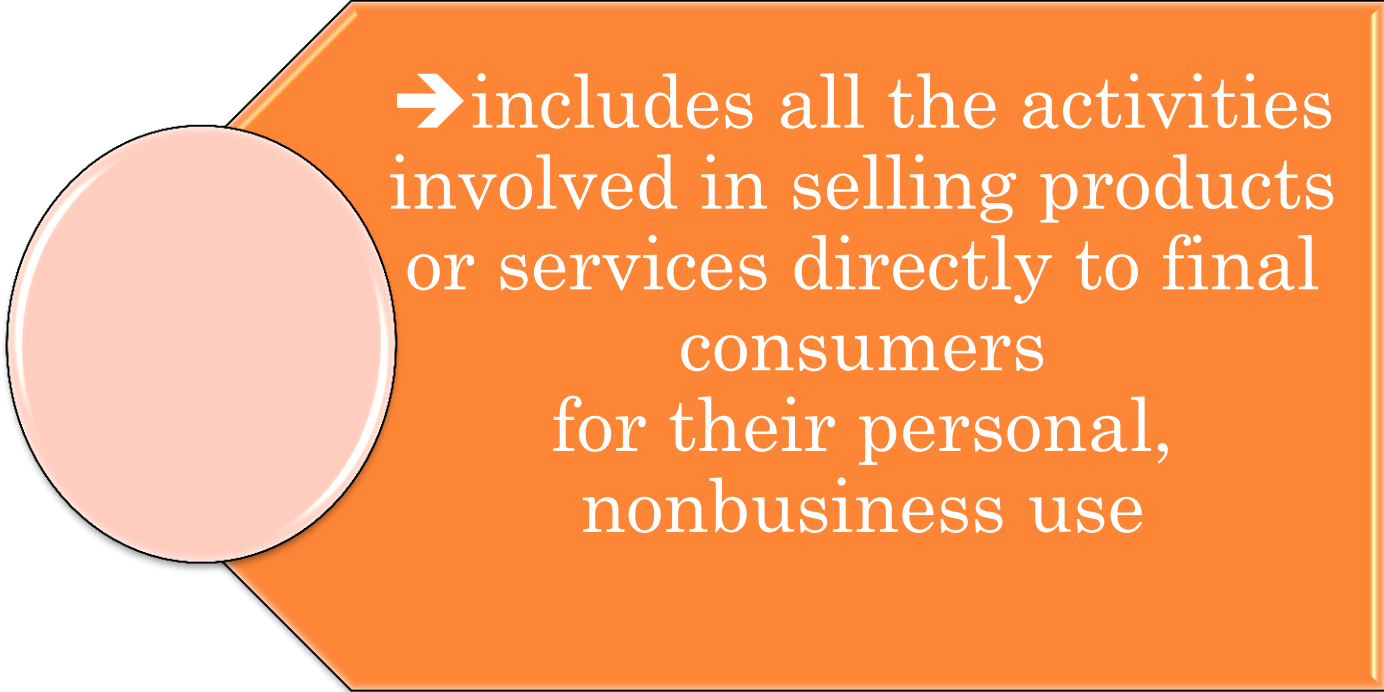
2. Retailer Marketing Decisions

**3. Retailing Trends and
Developments**

4. Wholesaling



1. RETAILING ?



→ includes all the activities involved in selling products or services directly to final consumers for their personal, nonbusiness use



TYPES OF RETAILERS

- Specialty Store
- Department Store
- Supermarket
- Convenience Store
- Discount Store
- Off-Price Retailer
- Superstore



ORGANIZATIONAL APPROACH



Corporate Chain



Voluntary Chain



Retailer Cooperative

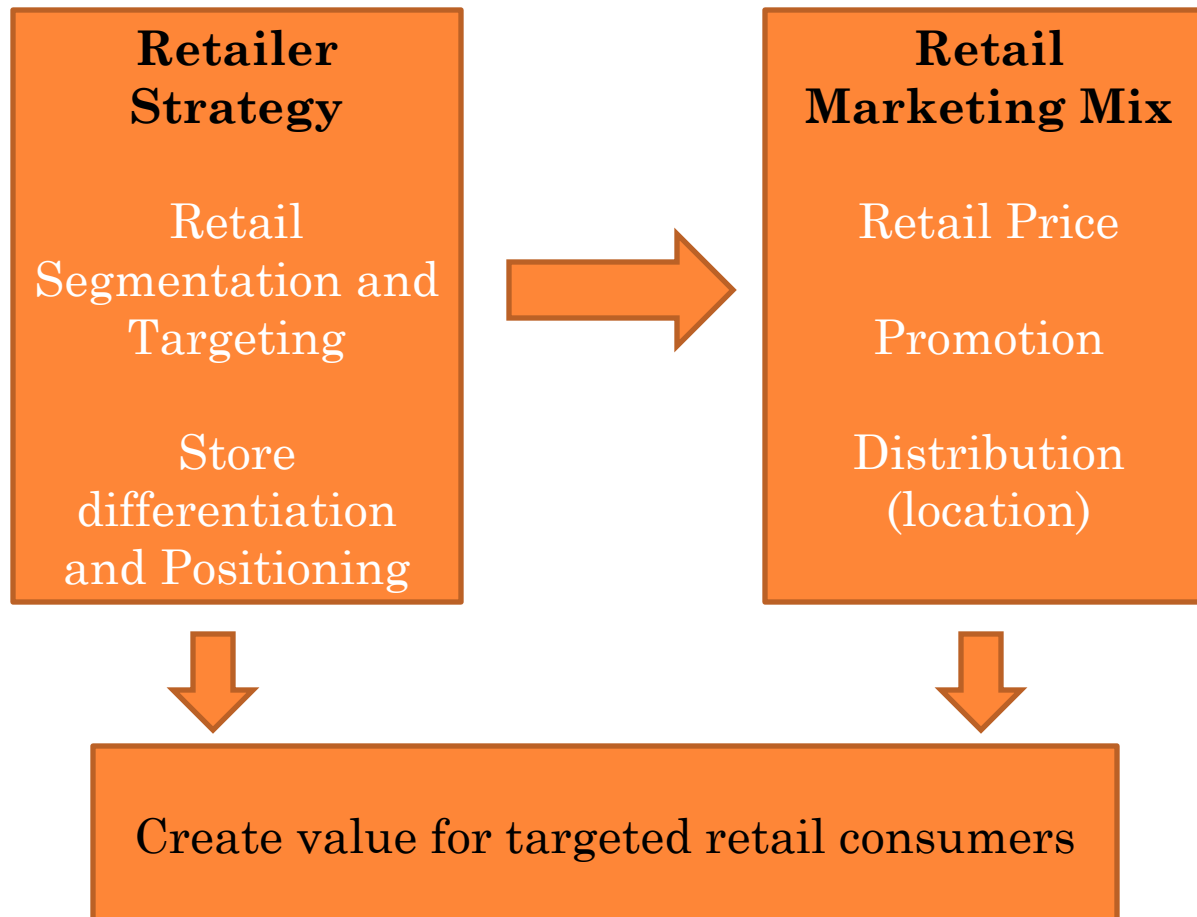


Franchise Organization




2.RETAILER MARKET DECISION

- Retailer Marketing Strategies




PRODUCT ASSORTMENT AND SERVICES DECISION


- Retailers must decide on **three major product variables**:



- **Product assortment**, should differentiate it while matching target shoppers expectations.



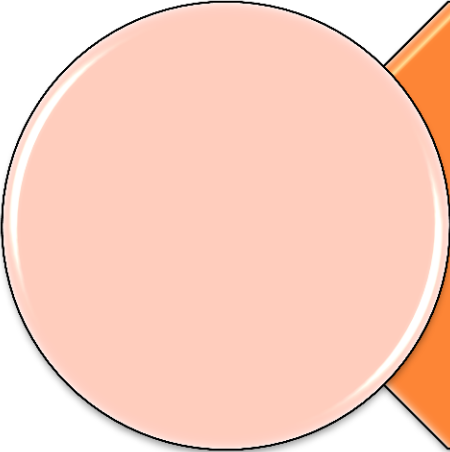
- **Services mix**, can also help set one retailer apart from another.



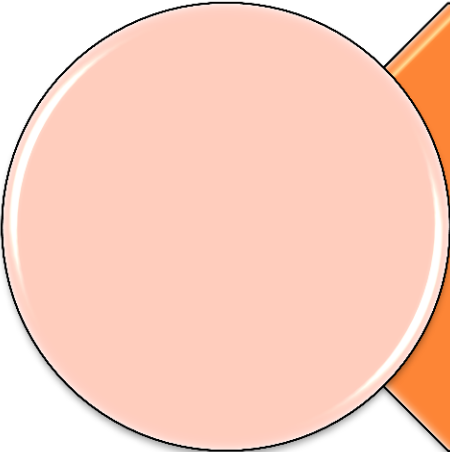
- **Store's atmosphere**, to create a unique store experience, one that suits the target market and moves customers to buy.



PRICE DECISION



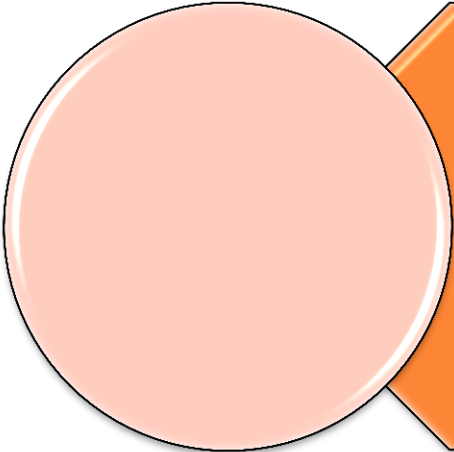
A retailer's price policy must fit its target market and positioning, product and service assortment, the competition, and economic factors.



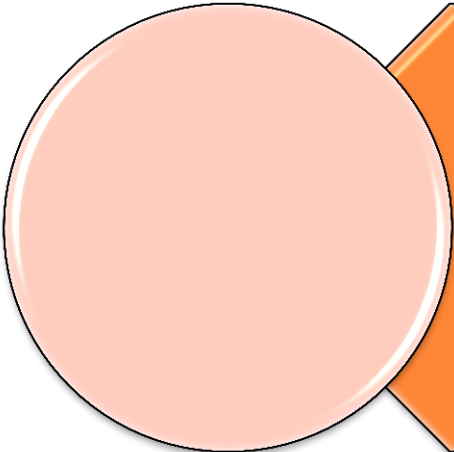
Retailers must also decide on the extent to which they will use sales and other price promotions. Some retailers use no price promotions at all, competing instead on product and service quality rather than on price



PLACE DECISION



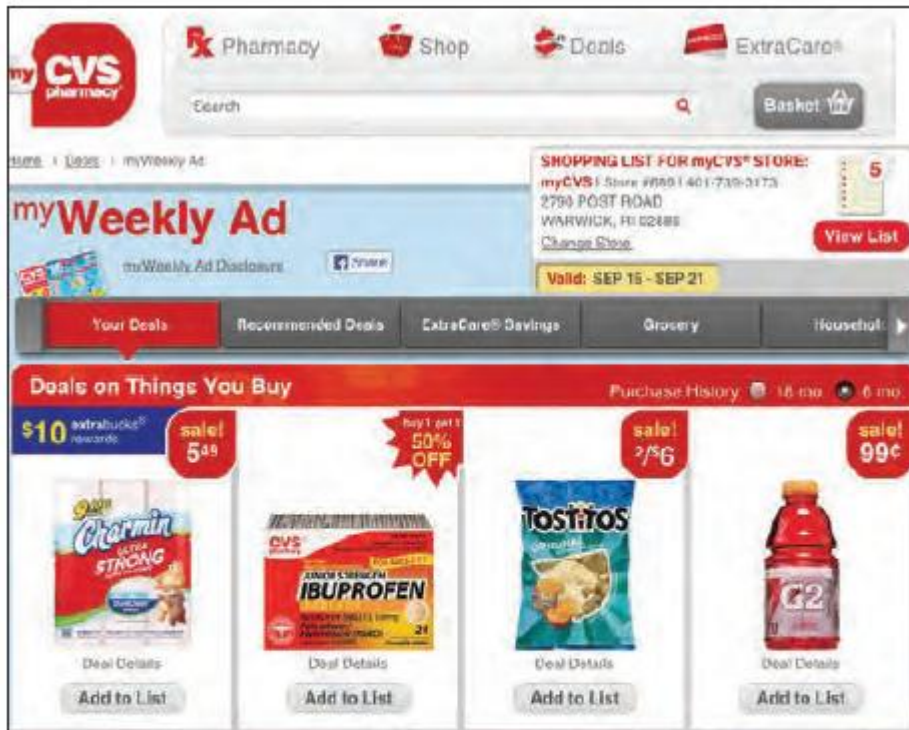
It's very important that retailers select **locations** that are accessible to the target market in areas that are consistent with the retailer's positioning.



In recent years, many cities have joined with merchants to revive downtown shopping areas, generally with only mixed success. A **shopping center** is a group of retail businesses built on a site that is planned, developed, owned, and managed as a unit.



PROMOTIONS DECISION



- **Retailer promotion:** Most retailers interact digitally with customers using Web sites and digital catalogs, mobile and social media, and other digital platforms. CVS's myWeekly Ad program distributes personalized versions of its weekly circulars to the chain's ExtraCare loyalty program members.

CVS Caremark Corporation

Retailers use various combinations of the five promotion tools—advertising, personal selling, sales promotion, public relations (PR), and direct and social media marketing—to reach consumers. They advertise in newspapers and magazines and on radio and television.



3. RETAILING TRENDS AND DEVELOPMENTS



Tighter Consumer Spending



New retail forms, shortening retail life cycles, and retail convergence



The rise of megaretailers



Growth of direct, online, mobile, and social media retailing



Growing importance of retail technology



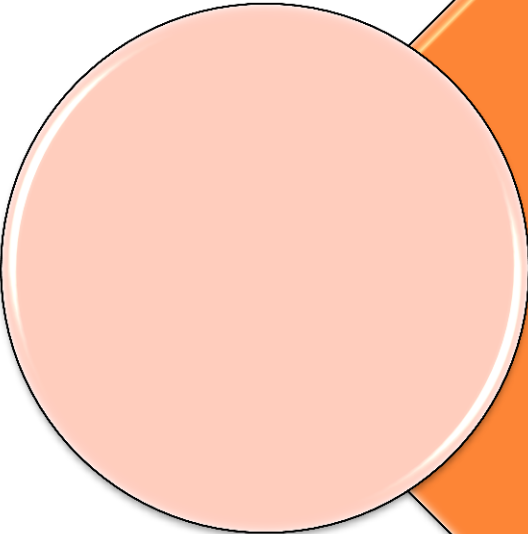
Green Retailing




Global expansion of major retailers



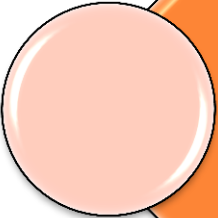
4. WHOLESALING



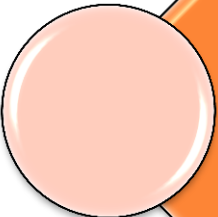
includes all the activities involved in selling goods and services to those buying them for resale or business use. Firms engaged *primarily* in wholesaling activities are called **wholesalers**. Wholesalers buy mostly from producers and sell mostly to retailers, industrial



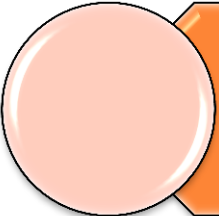
MAJOR TYPES OF WHOLESALERS



Merchant wholesalers :
Independently owned businesses
that take title to all merchandise
handled. There are full-service
wholesalers and limited-service
wholesalers.



Full-service wholesalers : Provide a full line of
services: carrying stock, maintaining a sales
force, offering credit, making deliveries, and
providing management assistance. Full-service
wholesalers include wholesale merchants and
industrial distributors.

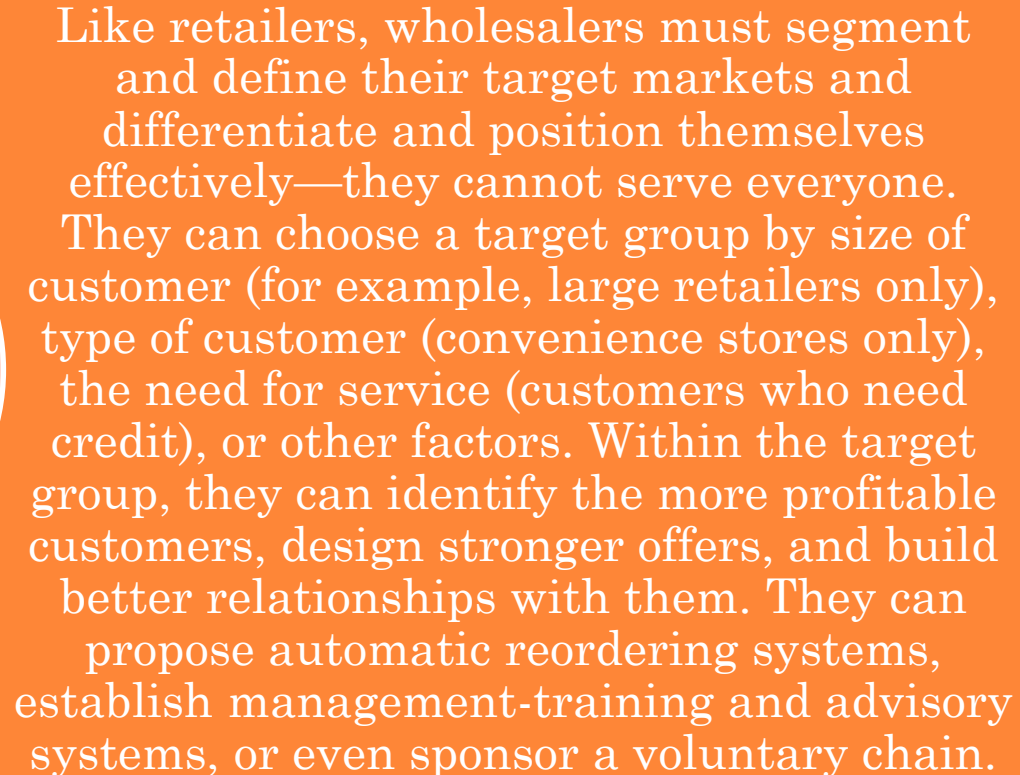


Cash-and-carry wholesalers : Carry a limited
line of fast-moving goods and sell to small
retailers for cash. Normally do not deliver



WHOLESALE MARKETING DECISIONS

- Segmentation, Targeting, Differentiation, and Positioning Decisions



Like retailers, wholesalers must segment and define their target markets and differentiate and position themselves effectively—they cannot serve everyone. They can choose a target group by size of customer (for example, large retailers only), type of customer (convenience stores only), the need for service (customers who need credit), or other factors. Within the target group, they can identify the more profitable customers, design stronger offers, and build better relationships with them. They can propose automatic reordering systems, establish management-training and advisory systems, or even sponsor a voluntary chain.

THANK YOU

