

# CASE STUDIES ON RETAIL MANAGEMENT

## CASE STUDY 1

### A NEW STEP TAKEN IN CHENNAI

Saikrishna was pleased that he had pole-vaulted over his father's anxieties and got his consent to run the *kirana* shop, Gopistore. Saikrishna is an MBA from the Bangalore University and he wanted to continue his father's business, but his father does not want him to run a *kirana* shop after an MBA. Saikrishna had strong ambitions to run a *kirana* shop and to be a top retailer in the city. After finishing his MBA he convinced his father to join him for his *kirana* business. Ultimately he could also be able to convince him by introducing him to the world of organized retailing. Sai has collected a lot of information on the retailing business and he wanted to improve his father's business from a *kirana* shop to a step further and to be top retailer in the city. Sai started selling his father that, there is a retail revolution taking place in India. All metropolitan cities across cities today have traditional retailers of all sizes and specialties and are threatened by formidable organized and modern chains and stores.

These range from, at one extreme, the 1,25,000 sq ft Spencer's Plaza mall to outlets such as Food World, Nilgiri's, Subhiksha, and Vitan supermarkets, the Vivek's chain of consumer durables outlets, the Health and Glow beauty outlets and sundry food retailers like Pizza Corner, Pizza Hut, and Cafe Coffee Day. In between these are the department stores. They look their part- huge, multi-storey hulks, glass windows all around, floodlight at night and with their names splashed boldly along. Even within this format, the main chains of department stores are using different strategies merchandising to expand nationally. Large corporations own the four largest chains with units in other cities and national plans. Of these four departmental stores, three have been open for a little more than a year: the 38,000 sq ft Globus owned by the Mumbai-based Hathaway Group, the 30,000 sq ft Life Style which is linked to the Jagtiani-owned Landmark group based in Dubai, and the 17,000 sq ft Westside, which is owned by Trent, the retailing wing of the Tata Group. The fourth store, the 35,000sqft Shoppers' Stop was the last to enter Chennai.

There are other upcoming department store players in the country, like the Delhi-based Ebony chain or the Mumbai-based Pyramid, but Chennai is the only location where four of the largest players battle with each other directly. Shoppers' Stop may be the latest entrant, but it can claim certain precedence. Its pioneering store in Mumbai, followed by successes in Bangalore, Hyderabad, Delhi, and Jaipur, showed that large-scale organized retailing works in India.

In layout, special promotions, staff development advertising and brand building, and customer relationship development, it was Shoppers' Stop set the standard among chains. The chain's Managing Director, B.S.Nagesh, could be permitted some hyperbole when he claims that it's a sign of its power that the other stores, barring Westside, "Started off much like Shoppers' Stop, but have felt the need to diversify once we entered the market."

Whether or not they were reacting, all these stores are following subtly different strategies- though they are all aiming for essentially the same middle and upper middle-class consumer, with much the same apparel-centered product mix. The grounds for such differentiation are hence not great. Decor may vary, but only marginally. The retailer rarely has the money to spend heavily on advertising their brand. So what do you differentiate on? The answer is *merchandising*, a retailing discipline that is becoming increasingly important in India. Merchandising, is essentially the skill that decides which items will go on the shelves. It requires analysis of fashion trends, forecasting future ones, designing appropriate garments, sourcing, checking the finished merchandise, putting it on shelves, and ensuring it is best situated to grab customer attention.

# Retail Management Case Studies With Solution

**Bethan Alexander, Katelijn  
Quartier, Mia Münster, Zakkiya  
Khan, Francesca Murialdo**



## **Retail Management Case Studies With Solution:**

**Management Case Studies** Dr. Ramesh R Kulkarni, Dr. Shrinivas R Patil, Rajashekhar R Navalagi, Rangappa K Yaraddi, 2018-06-29 The dynamic and constantly changing business environment has made the management education field evolve to meet new expectations The case study methodology of teaching is a significant pedagogical instrument to impart management skills to students This book is on Management case studies and it teaches students essential skills like analytical thinking communication innovation the ability to transform theoretical knowledge into practically viable solutions and the simplification of complex concepts It covers the practical aspects of management concepts for undergraduate and postgraduate students of different universities This book covers all important management subjects that a UG PG student should master from how to solve a case study to different concepts of General Management Marketing Management Financial Management and Human Resource Management This book is simple and easy to understand without any difficulties for any UG PG student of the management stream and we have done our best to bring accurate data to you

E-Business Managerial Aspects, Solutions and Case Studies Cruz-Cunha, Maria Manuela, Varajão, João, 2010-12-31 This book provides a discussion of the managerial aspects solutions and case studies related to e business disseminating current achievements and practical solutions and applications Provided by publisher *Strategic Retail Management* Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein, 2016-10-07 This book is devoted to the dynamic development of retailing The focus is on various strategy concepts adopted by retailing companies and their implementation in practice This is not a traditional textbook or collection of case studies it aims to demonstrate the complex and manifold questions of retail management in the form of twenty lessons where each lesson provides a thematic overview of key issues and illustrates them via a comprehensive case study The examples are all internationally known retail companies to facilitate an understanding of what is involved in strategic retail management and illustrate best practices In the third edition all chapters were revised and updated Two new chapters were added to treat topics like corporate social responsibility as well as marketing communication All case studies were replaced by new ones to reflect the most recent developments Well known retail companies from different countries like Tesco Zalando Hugo Boss Carrefour Amazon Otto Group are now used to illustrate particular aspects of retail management *RETAIL MANAGEMENT* Giri, Arunangshu, Paul, Pradip, Chatterjee, Satakshi, 2020-12-01 The book discusses the whole gamut of retail management emphasizing the changing retail environment in Indian and International context for conceptual clarity and mastery of retailing by the modern readers It offers experiential learning through contextual case studies to render a better understanding of each functional area of retail management Various aspects of retail management at the introductory level have been covered and explained lucidly supported with examples illustration and photographs to enable students to comprehend the subject matter with ease The objective of the book is to give hands on experience and learning of global retail practices to the students of management studies Key

Features Thorough coverage of retailing in modern context including e retailing Case studies caselets and examples to make students industry ready Bullet point approach for key topics to highlight important information Graphics to generate students interest and make learning easy Target Audience MBA PGDM and PGPBA Marketing professionals and trainers Retail Management U. C. Mathur,2010 Retail ventures become successful due to a variety of reasons but major dilemma for retail entrepreneurs is the secret formula for continued success The book provides the entire gamut of carefully crafted success themes which covers the retail business in its entirety Competition gives the benefit of large product range brands and competitive prices to the buyers Retail management is similar to the comprehensive management of a luxury liner that calls for round the clock operations Retail operations starting from vendor and retailer selections through which the business gets its full impact when the customer gets the product brand he wants where he wants and when he wants Virtual determinants of retail success have been thoroughly covered in the book besides the regular retail business areas The book describe retail entrepreneurs selection of dealers their motivation for selling their products in preference to competitive brands Sales calls made on retailers by the principles including call objective call planning call closure and feedback are highlighted for the benefit of the readers *Retail Management* S.C. Bhatia,2008 Hospitality Retail Management Conrad Lashley,2009-11-03 Hospitality Retail Management provides students and managers with a practical guide to managing units in hospitality retail organizations Customers rely on a particular chain of hotels restaurants or pubs to provide the same level of service and environment across the board This standardised service provides the customer with the security of knowing what to expect from that particular organisation However this standardisation allows little room for creativity for individual managers to respond to the particular needs of their local market There is a growing realisation that there is greater profitability if the chain can offer both standardised services across all its retail operations while at the same time allowing local managers the freedom to interpret the needs of its local market as they see fit Hospitality Retail Management shows managers and students how competitive advantage can be gained by adopting management techniques which are both tight and loose and demonstrates how you can manage businesses with well defined objectives while also allowing local managers to interpret their local market as they see fit Conrad Lashley has done extensive consultancy with companies such as McDonalds and uses case studies from these companies to reiterate key issues throughout the text *Building an International Financial Services Firm* Markus Venzin,2009-01-22 A new era of global banking and insurance is emerging with leading banks eager to serve international markets This book explores the issues that arise for banks in their strategic choices as they move into these new international markets Building an International Financial Services Firm challenges conventional assumptions from the international management literature on topics such as the limits of globalization the importance of cultural and institutional distance the nature of economies of scale and scope the existence of first mover advantages the logic behind the global value chain configuration the speed and timing of market entry as well as

organizational architecture It focuses on fundamental strategic decisions such as when where and how to enter foreign markets and how to design the organizational architecture of the multinational financial services firm Using simple theoretical frameworks illustrated by case examples this book provides a thorough guide to the challenges of the international market for financial services firms both for those working in the financial services industry and researchers studying the area

**Official Gazette of the United States Patent and Trademark Office** ,2007

**The Routledge Companion to Strategic Marketing** Bodo B. Schlegelmilch,Russell S. Winer,2020-11-24 The Routledge Companion to Strategic Marketing offers the latest insights into marketing strategy Bodo Schlegelmilch and Russ Winer present 29 specially commissioned chapters which include up to date thinking on a diverse range of marketing strategy topics Readers benefit from the latest strategic insights of leading experts from universities around the world Contributing authors are from among others the U S Berkeley Cornell MIT New York University Texas A M Europe the Hanken School of Economics INSEAD the University of Oxford the University of Groningen WU Vienna and Asia the Indian School of Business Tongji University The topics addressed include economic foundations of marketing strategy competition in digital marketing strategy e g mobile payment systems and social media strategy marketing strategy and corporate social responsibility as well as perspectives on capturing the impact of marketing strategy Collectively this authoritative guide is an accessible tool for researchers students and practitioners

**Retail Marketing** A. Sivakumar,2007 Focuses on the marketing dimension of retailing This book analyses the concepts and practices in developed retail markets and illustrates their applications in the Indian context It is suitable for students teachers managers entrepreneurs and practitioners interested in the retail business

Retail Futures Eleonora Pantano,2020-10-07 The book includes new theory original empirical evidence and applied case studies synthesizing advances in innovation and technology for the retail sector Chapters identify the challenges retailers face in response to new practices suggesting how the sector can respond to technological developments ethical considerations and privacy issues

**Luxury Retail Management** Michel Chevalier,Michel Gutsatz,2012-01-13 Noted experts offer invaluable insights into the glamorous world of luxury retail Luxury Retail Management is your gold plated ticket to the glamorous world of luxury retail Defining all the tools that are necessary to manage luxury stores from the analysis of location and design concept to the selection training and motivation of the staff the book covers everything you need to know to enter expand understand and succeed in the world of luxury retail Reaching the luxury customer is no longer the domain of the exclusive salon the global luxury market boom and the phenomenal growth of luxury stores now views the retail sector as key to driving brand profitability In dealing with this rapid change luxury brands have experienced a steep learning curve and accumulated bags of retail expertise And while some of the luxury retail rules and models in this book are exclusive to the luxury market many have lessons for the whole retail sector Examines the essential aspects of luxury customer relationship management personal sales and the customer experience Delves into the sophisticated business

models that luxury brands have developed based on a mix of directly operated stores and wholesale. Covers the management essentials: distribution, location, design, merchandising, pricing, brand promotion, and the management agenda for success. Written by respected experts Michel Chevalier and Michel Gutsatz who lend their solid academic credentials and professional expertise to the subject. **Luxury Retail Management** asks and answers the questions that retail professionals need to understand in order to thrive in the luxury market. **Retail Internationalization** Stefan Elsner, 2013-09-07. The doctoral thesis investigates various strategies in the area of going and being international of retail firms which is of undisputable relevance due to the fairly narrow research status and the increasing internationalization of retail activities. Issues are investigated concerning the choice of retail market entry modes i.e. the form of institutional arrangements that retailers use when entering foreign markets; the retail format transfer i.e. the management of internal processes and the external marketing program elements; and the coordination of retail activities i.e. the implementation of the marketing program by the organizational structure. Regarding this three important research questions are addressed: 1. How do retailers choose their market entry mode in the area of conflict between full and shared controlled modes and how is this decision influenced by the internal and external environment? 2. How can international retailers transfer their retail format successfully to foreign countries by standardizing or adapting the internal and external elements of their retail format? 3. How can retailers successfully coordinate the implementation of their retail marketing program to culturally diversified markets? These questions are investigated on the basis of established theories applied from the international management literature such as institutional theory, the resource based view, and the profit maximization theory. On the basis of comprehensive primary and secondary datasets, important implications are drawn for research and practice. **Marketing Activities**, **The Future of Retail and Service Design** Bethan Alexander, Katelijn Quartier, Mia Münster, Zakkiya Khan, Francesca Murialdo, 2025-06-05. This book explores the future of retail and service design, offering cutting edge insights from leading researchers. With a focus on sustainability, phygital innovation, and community retail, it provides a forward thinking roadmap for the evolution of these fields. Each chapter examines the current landscape and future possibilities, presenting a dynamic vision of what lies ahead. From transforming customer experiences through community engagement and immersive technologies to advancing sustainability, this book invites readers to engage with emerging trends and the transformative power of design. Ideal for researchers, designers, educators, students, and innovation enthusiasts, it delivers fresh perspectives on the rapidly evolving world of retail and service design. Chapter 8 of this book is freely available as a downloadable Open Access PDF at <http://www.taylorfrancis.com> under a Creative Commons Attribution Non Commercial No Derivatives CC BY NC ND 4.0 license.

*Preisdifferenzierung im Omni Channel-Handel* Mona Eckl, 2024-06-29. Mona Eckl untersucht die Kanalpräferenz von Omni Channel Konsumenten und die Akzeptanz kanalbasierter Preisdifferenzen im Omni Channel Handelskontext. Die Autorin analysiert den Einfluss unterschiedlicher Kosten und Nutzenfaktoren auf die Offline, Online und Mobile Kanalpräferenz in der

Kaufphase und entwickelt auf Basis dessen eine Strategie zur wertbasierten Kommunikation unterschiedlicher Preise in den Kanälen eines Omni Channel Händlers Anschließend erforscht sie wie Konsumenten auf kanalbasierte Preisdifferenzen mit höheren Offline Online oder Mobile Preisen reagieren und berichtet inwieweit der Einsatz der zuvor entwickelten Kommunikationsstrategie die Reaktion auf ebensolche Preispremiën beeinflussen kann Mithilfe zweier empirischer Studien generiert die Autorin neue Erkenntnisse insbesondere im Hinblick auf Preispremiën in digitalen Kanälen Sie leitet wertvolle praktische Handlungsempfehlungen für die Preis und Kanalgestaltung von Mehrkanalhändlern ab Organization Behaviour for Leisure Services Darren Lee-Ross, Conrad Lashley, 2012-06-14 Organization Behaviour for Leisure Services provides the reader with the conceptual tools necessary for analysing organizational behaviour in the context of hospitality leisure and tourism provision and understanding events in order to take appropriate management action Taking the view that leisure services involve an array of industry sectors they are related for instance to work time spent eating drinking and staying away from home as well as the more obvious recreational pursuits the text uses examples and case studies from a wide range of international businesses such as hotels restaurants museums shopping malls and sports stadia Specific examples used are from Marriotts McDonalds Trafford Centre and many more With a user friendly structure and style the text is an ideal introduction to the fundamental issues involved perfect for students and managers alike This book discusses and questions a number of key elements including The individual and the organization Groups in the organization Organizational structures and behaviour Management within the organization Commercial hospitality leisure and tourism in a service context There is a Tutor Resource pack available to lecturers who adopt this text Accredited lecturers can request access to download this material by going to <http://books.elsevier.com/academic/defaultmanuals.asp> to request access

Requirements Analysis and System Design Leszek Maciaszek, 2007 The development of an information system comprises three iterative and incremental phases analysis design and implementation This book describes the methods and techniques used in the analysis and design phases **Changing Scenario of Business and E-Commerce** ,

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