

Retail Management

What is Retail Management?

Retail Management teaches the students different principles related to retailing and retail operations. These principles include buying, financing, merchandising, inventory control, marketing, personnel, and operations.

What is the main goal of retail management?

Retail management refers to the process of helping customers find products in your store. It includes everything from increasing your customer pool to how products are presented, and how you fulfill a customer's needs. A good store manager helps customers leave the store with a smile.

What is the retail strategy?

A retail strategy is the process you use to develop your products or services and sell them to customers. There are multiple elements to this plan, including location, store, merchandise/assortment, visual merchandising, staff, service, mass media and communications, and price.



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