



# **TRINITY COLLEGE FOR WOMEN NAMAKKAL**

**Department of Commerce**

**RETAIL MARKETING**

**19PCME06 -ODD Semester**

**Presented by**

**Dr.S.TAMILSELVI**

**Assistant Professor**

**Department of Commerce**

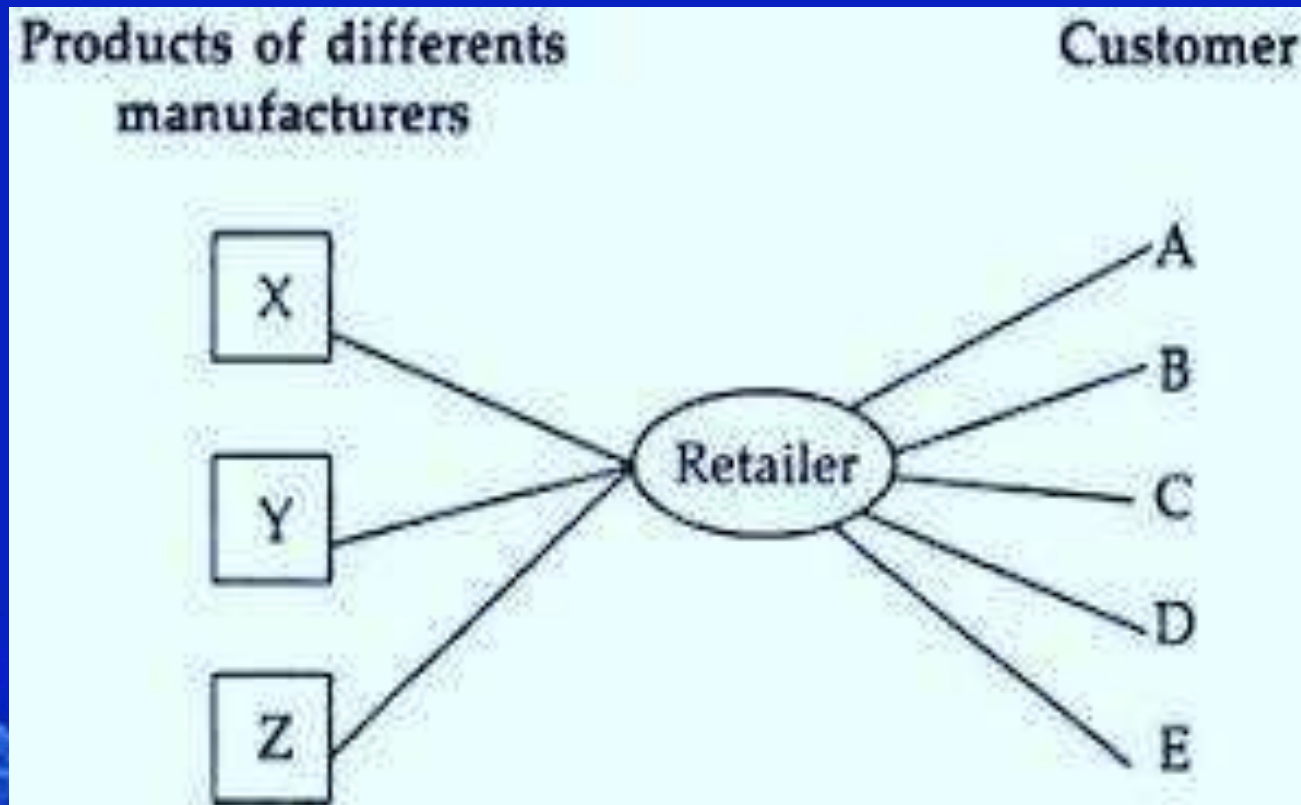
**<http://www.trinitycollegenkl.edu.in/>**

## MEANING OF RETAIL MARKETING

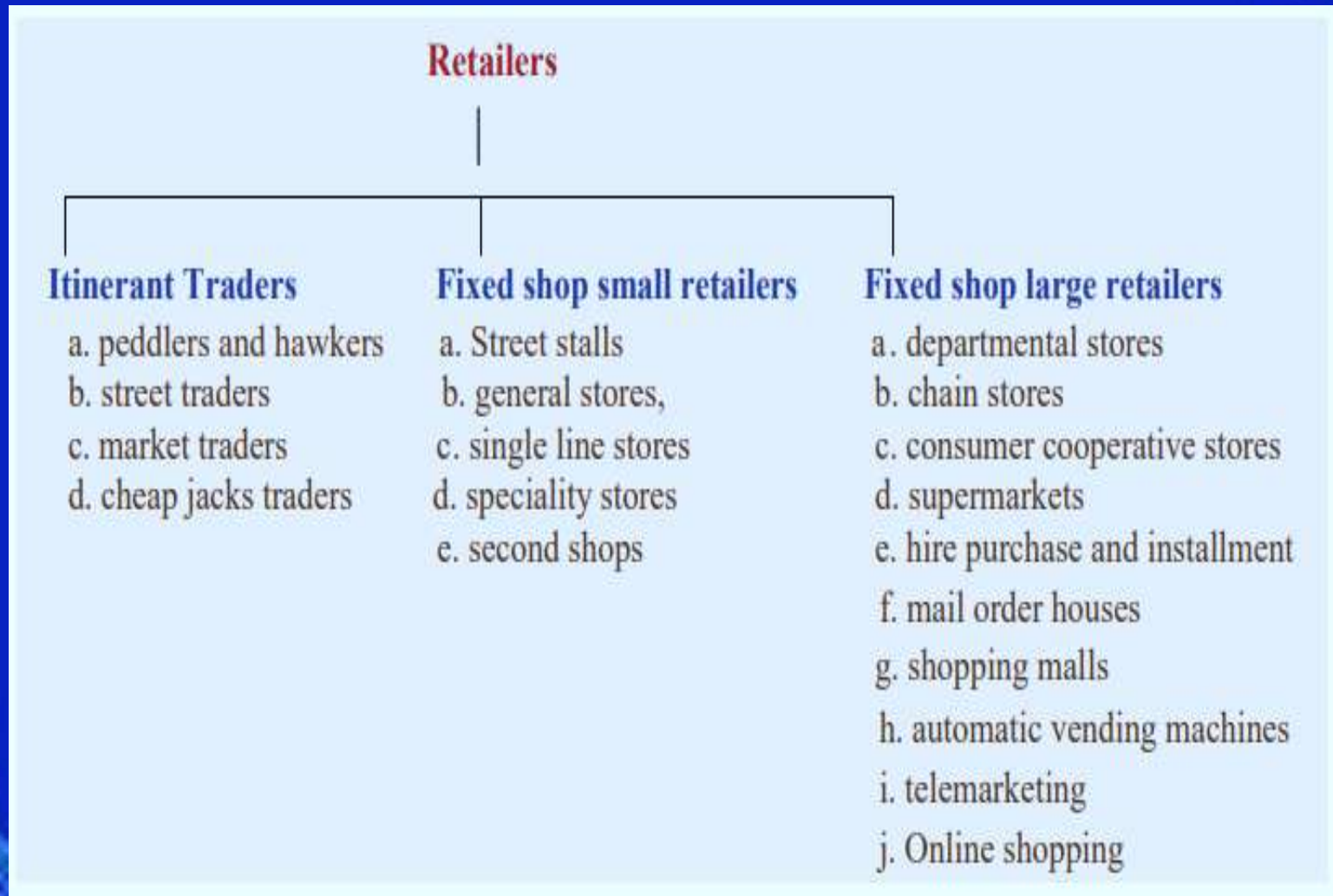
- Retail marketing is **the process of bringing a product directly to customers in a retail store**. It involves the planning, promotion, and presentation of a product.
- Retail marketing is the process of bringing a product directly to customers in a retail store. It involves the planning, promotion, and presentation of a product. Having a unique commodity is only the first step -- additional components of retail marketing include ergonomic packaging, competitive pricing, and sales campaigns.
- A retail marketing include set of activities where a retailer buys products from a wholesaler or manufacturer to sell them to end users (consumers). In simple words, a retailer is an intermediary which makes products available to consumers using different channels, for example, brick-and-mortar retail store, shopping malls, shopping website, automatic vending machines, kiosks etc.

## ROLE OF RETAIL MARKETING

Retail marketing is application of marketing functions in **distribution of goods to the customers**. The main purpose is to deliver the goods to the people that can result in customer satisfaction. Goods are created for consumption and satisfaction and it is made possible through the system of marketing..



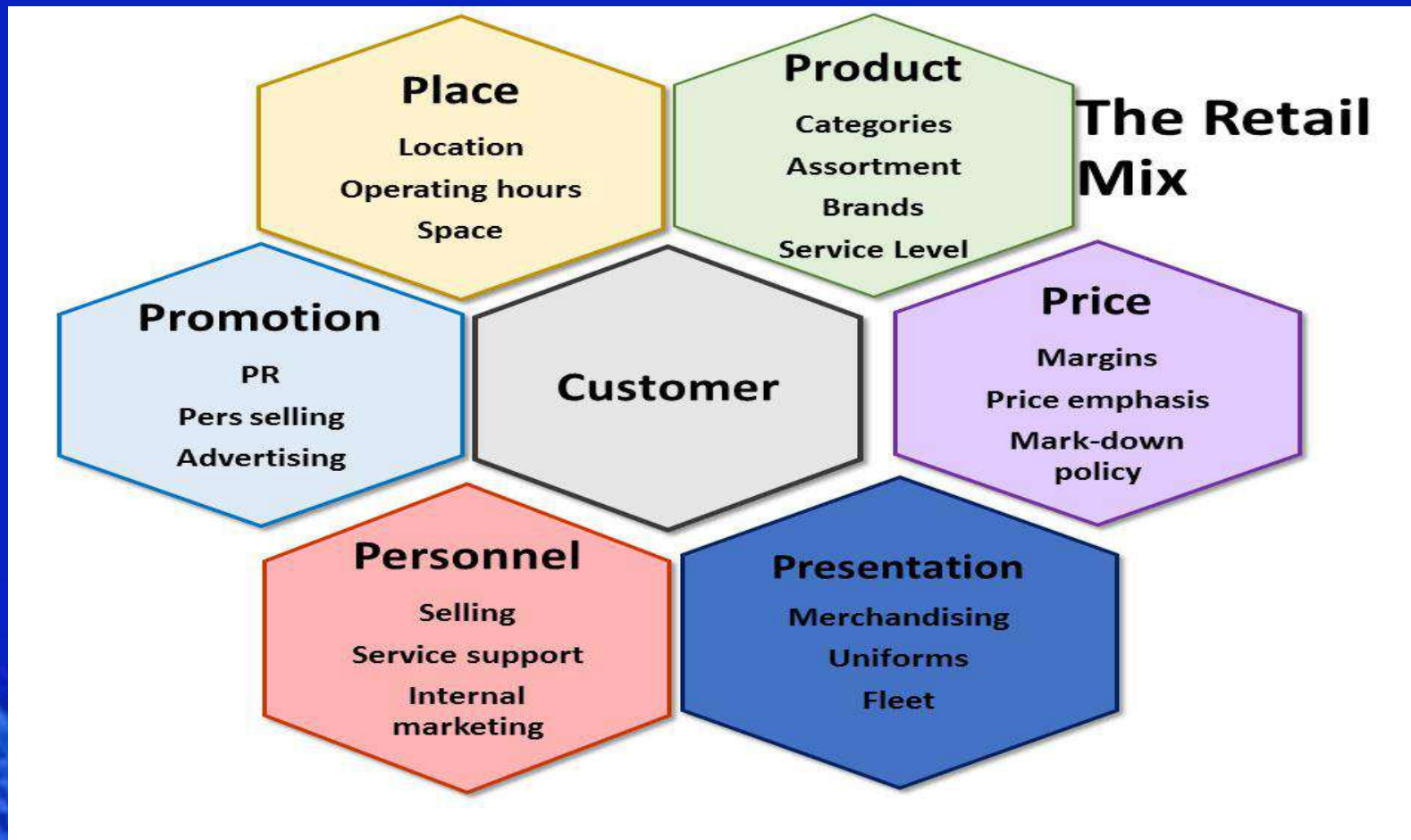
# TYPES OF RETAILERS





## RETAIL MARKETING MIX

A retail marketing mix is similar to the traditional marketing mix, also known as the “4 Ps” of marketing. These include **product, pricing, place, and promotion**. The retail marketing mix adds two more “Ps” to the mix: **people and presentation**.



# RETAIL CHANNEL MANAGEMENT

- The term Channel Management is widely used in sales marketing parlance. It is defined as a process where the company develops various marketing techniques as well as sales strategies to reach the widest possible customer base.
- The channels are nothing but ways or outlets to market and sell products. The ultimate aim of any organization is to develop a better relationship between the customer and the product.
- Channel management helps in developing a program for selling and servicing customers within a specific channel. The aim is to streamline communication between a business and the customer. To do this, you need to segment your channels according to the characteristics of your customers: their needs, buying patterns, success factors, etc. and then customize a program that includes goals, policies, products, sales, and marketing program.

# TECHNOLOGY IN RETAIL MARKETING ROLE OF INFORMATION

- IT plays an increasingly important role in the **management of complex retail operations**. Market knowledge, as well as control of data and information, is key to obtaining a competitive advantage in the retail sector.
- Electronic retailing (E-tailing) is **the sale of goods and services through the internet**. ... E-tailing requires companies to tailor their business models to capture internet sales, which can include building out distribution channels such as warehouses, internet webpages, and product shipping centers.
- Support Services in E-Retailing
- Strong Branding
- Unique Merchandising
- Value Addition
- Competitive Pricing
- Better CRM
- Better Distribution Efficiency
- Soothing Website Design
- Transparency in Services.

# RETAIL PRICING STRATEGIES

- Manufacturer suggested retail price (MRSP)
- Keystone pricing
- Multiple pricing and discount pricing
- Penetration pricing
- Value pricing
- Psychological pricing
- Luxury and premium pricing
- Bundle pricing
- Mark up pricing



# Service retailing vs Product Retailing

<b>Product Retailing</b>	<b>Service Retailing</b>
A product is tangible, it is physical and can be held, seen and movable	A service is intangible, can only be felt and not touched
Product value is derived by the customer	Value of service is offered by the service provider
Customer care of the product is limited	Customer care forms critical component of marketing a service
A product can be stored for future use	A service is perishable and cannot be stored for later use or sale
A product can be owned	A service cannot be owned by the consumer once payment has been made
The quality of a product depends its nature	Quality of a service depends on the service provider who shapes it
A product can be returned to the seller	A service cannot be returned to the seller
The billing process of a service is a once off transaction	Billing process can be continuous in the form of subscriptions for services rendered
It is easy to compare quality of products	It is difficult to compare the quality of services offered
Products can be quantified numerically	Services cannot be quant

# THANK YOU

<http://www.trinitycollegenkl.edu.in/>