

Topics Discussed

Chapter 1: Retailers and Their Structure

- The Structure of Retailing
- Non-Store Retailing

Chapter 2: Retail Management Requirements

Chapter 3: Retail Store Location

- Location: A Continuing Problem

Chapter 4: Store Buildings, Fixtures, and Equipment

- The Store Front and Exterior
- The Store Interior

Chapter 5: Arranging the Store's Interior-Layout

- Factors Affecting Layout
- Self-Selection and Self-Service

Chapter 6: Structure of Retail

- Organization of Small Stores
- Organization of Large Stores
- Chain Store Organization

Chapter 7: Retail Human Resource Management

- Human Resource Management (HRM) Objectives and Functions
- Employee Training
- Compensating Retail Personnel
- Compensating Managerial Personnel
- Obtaining Satisfactory Personnel Performance

Chapter 8: Merchandising Policies and Budgets

- General Merchandise Policies
- Merchandise Budgeting: Meaning and Objectives
- Basic Elements in Merchandise Budgeting

Chapter 9: Planning and Selecting Item Assortments

- Buying Plans
- Determining Customers' Wants

Chapter 10: Buying: Selecting Merchandise Resources

- Main Types of Suppliers

Chapter 11: Buying: Negotiating with Merchandise Resources

- Terms of Sale: Discounts
- Terms of Sale: Dating

Chapter 12: Merchandise Control

- The Nature and Purpose of Merchandise Management
- Basic Types of Merchandise Control Systems
- IT and Merchandise Management
- The Physical Inventory

Chapter 13: Handling Incoming Merchandise

- Layout and Equipment for Receiving
- Receiving Procedure
- Checking Procedure
- Marking Merchandise
- Traffic department
- Chain Store Handling of Incoming Merchandise

Chapter 14: Pricing

- Pricing to Maximize Profits
- One-Price Policy
- Competitive Position
- Markup
- Some Factors Influencing Markup
- Adjustments in Selling Prices
- Leader Merchandising

Chapter 15: Advertising and Display

- Steps in the Retail Advertising Program
- Store Display
- Internet Advertising

Chapter 16: Other Non-Personal Methods of Retail Sales Promotion

- Online, Telephone and Mail-Order Selling
- Promoting Sales through Improved Packaging
- Consumer Premiums
- Governmental Concern over Sales Promotion Practices

Chapter 17: Personal Salesmanship

- Importance of Retail Salesmanship
- Elements of a Retail Sale
- The Selling Process
- Management's Responsibility for Personal Salesmanship

Chapter 18: Customer Services

- The Number and Variety of Services
- Customer Complaints and Adjustments
- Returned Goods
- Income-Producing Services

Chapter 19: Retail Credit Collection

- Types of Retail Credit
- Problems of Selling on Installment Credit
- Banks, Finance Companies, and Credit Card Companies
- Collection of Past-Due Accounts
- Credit Legislation
- Evaluating the Credit Process

Chapter 20: Basic Accounting Controls

- The Essentials of Accounting Records
- The Balance Sheet
- Expense Classification
- Retail Method: Basic Principles

Chapter 21: Analyzing and Controlling Expenses

- Distribution (Allocation) of Expenses
- Expense Comparisons and Analyses
- Corrective Action
- The Goals of Sales Transactions Systems
- Types of Sales Transactions
- Recording Sales

Chapter 22: Retail Security and Loss Prevention

- External Crime
- Internal Theft
- Pilferage Control
- Fire and Accident Protection

Chapter 23: Management Coordination and Leadership

- Coordination for Profitable Operations
- Major Tools of Coordination
- Keeping "Current"
- Executive Leadership in Retailing
- Management Characteristics

Chapter 24: Online Retail

- Online Retail Strategy
- Improving a Retail Website
- Future Changes in Retailing