

Sri Bhagawan Mahaveer Jain First Grade College

Geetha Road, Robertsonpet, Kolar Gold Fields.

RETAILMANAGEMENT

By the end of this course, Student will be able to understand:

- The role and relevance of retail Management
- Types and trends of retailing
- The difference between the organized and unorganized retail sector
- The role and importance of international retailing
- Retail pricing strategies
- Retail segmentation and relationship marketing
- About Merchandise management
- CRM Process in retailing and legal compliances