



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



23BAE724 – Retail Management

Unit I – Introduction



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Redesigning Common Mind & Business Towards Excellence



www.smsgroups.com



Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork



Guess the Topic!!!

Retailing





Discussion about....

- Reason to Study Retailing
- Retailing – Meaning
- Retailing – Definition
- Evolution of Retail Media
- Functions of Retail
- Classification of Retailing





Reason to study Retail





Meaning of Retail

Retail



Shopping online & in physical stores

Sale of goods to ultimate consumers. Consumers don't resell.





Evolution of Retail Media

Inception 2012-2014

In 2012, Amazon launched Amazon Ads, while eBay introduced ads on its mobile app



Early adoption 2017-2019

Major US retailers and e-commerce sites introduced retail media offering



Proliferation 2020-present

Retail media is a diverse market with an increasing programmatic component





Retailing





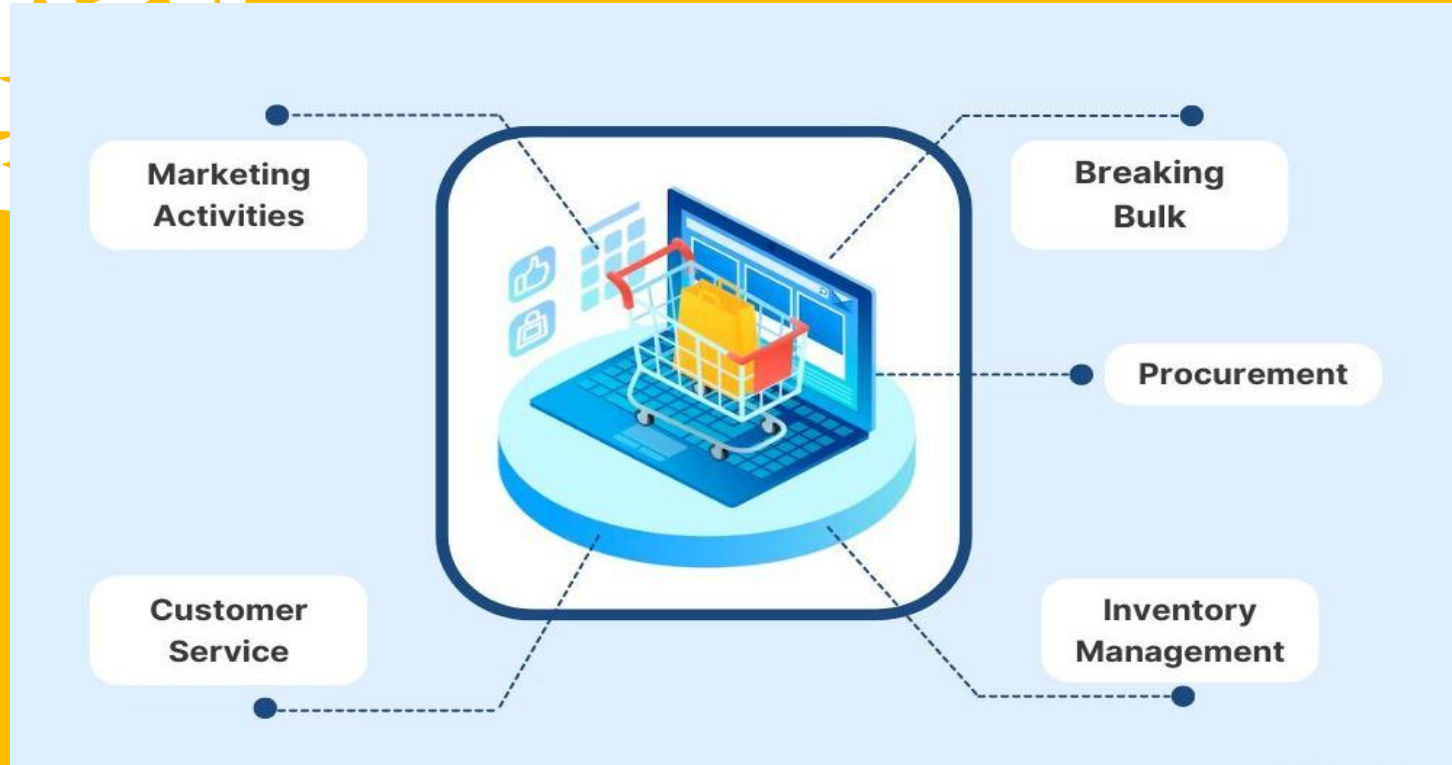
Definition of Retailing and Retailer



- **Retailing**
 - All activities involved in selling goods or services directly to final consumers for their personal, nonbusiness use.
- **Retailer**
 - Business whose sales come primarily from retailing.

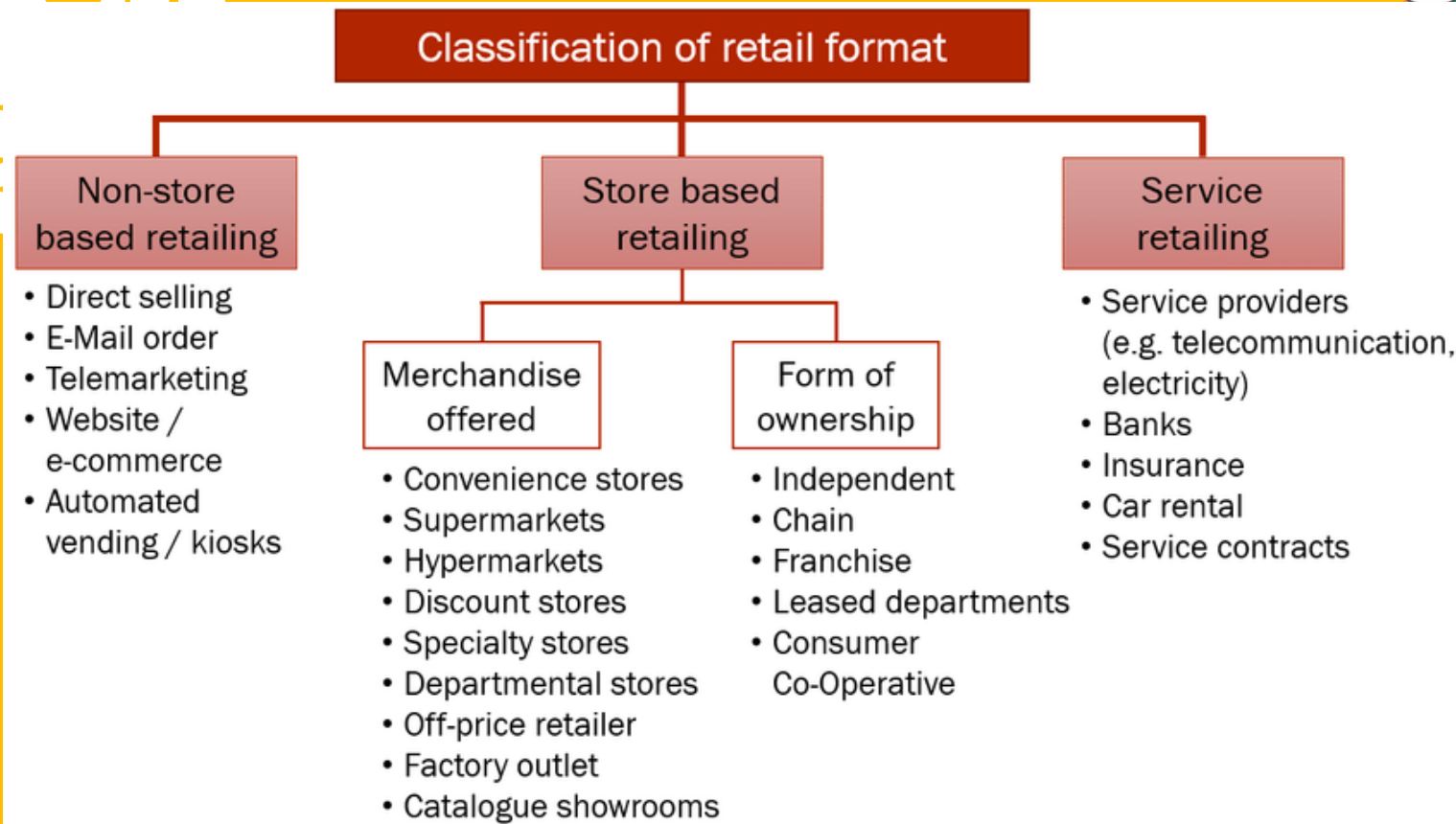


Functions of Retail





Classification of Retailing





Knowledge Check

What is the primary definition of retailing?

- A) The process of manufacturing goods for industrial use
- B) The sale of goods and services directly to the end consumer for personal use
- C) The distribution of goods to wholesale markets
- D) The storage and warehousing of products before distribution

X The sale of goods and services directly to the end consumer for personal use





Summary

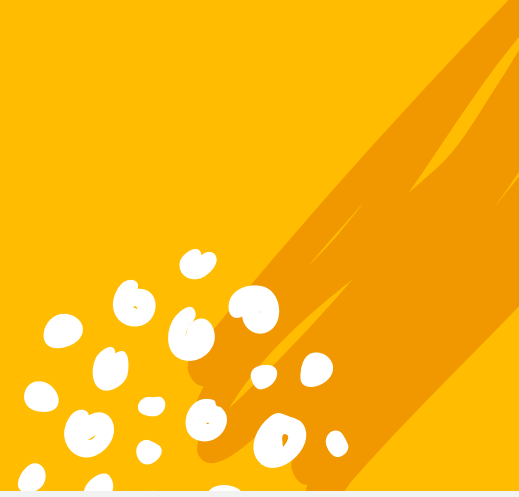
- Reason to Study Data Visualization
- Meaning of Data Visualization
- Definition of Data Visualization
- Classification of Data Visualization
- Benefits of Data Visualization
- Advantages and Disadvantages of Data Visualization
- Applications of Data Visualization





References

➤ <https://businessjargons.com/retailing.html>





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Thanks!

