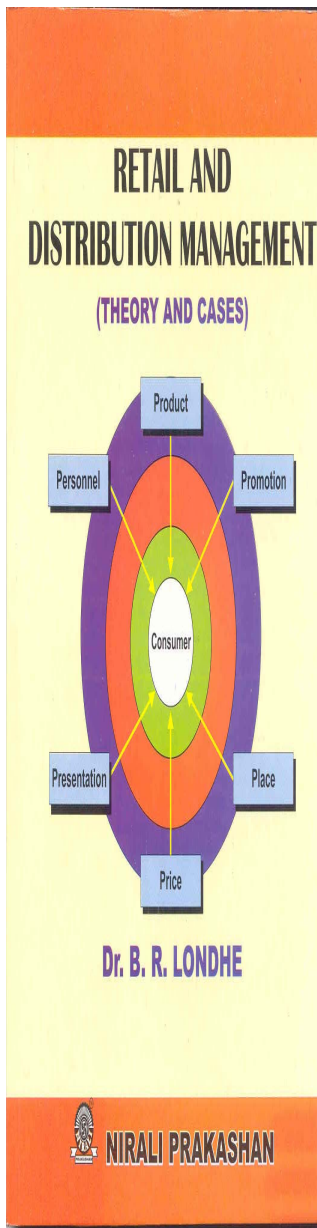


Retail and Distribution Management

By Dr. B.R. Londhe



Income, technology and life styles of consumers are changing, even from whom they buy are changing. The location or the place where they buy is changing, the shops are opened closed according to the convenience of the buyers. The buying process has changed due to internet buying which brings new and better deals and also saves time. Population growth rate, increasing literacy rate and increasing family income has an effect on consumer spending. Changing social attitudes towards work, home and leisure affect the retail strategies. Political decisions relating to the environment, shopping locations and fair trade affect, where and how retailers can trade. Changes in technology bring new attitudes to buying products and services and to better organisation of the supply chain.

When such environmental changes are occurring, it is therefore, necessary to get new literature, which describes to adjust and manage in such type of conditions. The book under reference on Retail and Distribution Management may prove to be quite useful in such circumstances. It has attempted to cover

topics like Retailing, Retail Environment, Retailing in India, Retail Decisions and Retail Mix, Retail Types, Management of Retail Services, Motivation and Retailing, Merchandising, Franchising, Physical Distribution Management, Managing Marketing Channels, Trends in Retailing, Retail Advertising and Cases in Retailing.

The first chapter explained the importance of retail management in changing business scenario. It also deals with various theories of retailing like environmental theories, the wheel of retailing, the retail accordion theory, the retail life cycle theory and conflict theory. The chapter has also dealt with strategic approach to retailing. The second chapter has given brief introduction to retail environment and the effects of socio-demographic changes on retailing. The third chapter is devoted to Indian retail scenario and forces driving Indian retail industry, major players and types and formats prevailing in Indian retailing. Chapter 4 deals With Differentiation and development of product strategy, marketing mix, retail pricing, price sensitivity, approaches to pricing the retail products,

communication effect, and retail location strategies. Chapter five gives a detailed coverage on types and formats in retailing with their advantages and dis-advantages. Special emphasis is laid on rural and cooperative stores in India.

Retailing is a service industry. This is because the essential economic function of retailers is to provide their customers with several basic and important services along with their products. Therefore, chapter six to nine deals with different retail services. These chapters have elaborated the services of retailing, problems in service management. The total quality management in retailing including various approaches to retail services. The role of motivation in retailing is quite important. Various types of motivators are described along with reference group theory and its importance in retailing has also been explained. This part also deals with formulation of retail merchandise strategies, the stages and element of merchandising, store layout, store design and importance of display has been described to clear the concept. The last chapter in the services cover franchising. The conceptual overview on franchising, franchise success and performances, organisational form and research aspects have been covered.

Only chapter 10 & 11 have been devoted to distribution. While chapter ten has been devoted to

physical distribution, its process, elements and market forces governing public distribution management and chapter 11 deals with different Channels of distribution.

Chapter twelve has listed and explained global trends in retailing like E-tailing, KYC, Direct Selling, Challenging category killer, precision shopping, smart card, etc. The last chapter deals with Retail Advertising, which has made mention of Gunshows. Signage, yellow pages, off the wall and cooperative advertising. The usefulness of the book increases with the addition of the cases. The author has included 12 cases at the end of the book. Though the cases are general in nature but these may give good opportunity to the readers to understand the retailing scenario.

The book has been written with specific audience in mind like students of PGDBA, MMS, MMM and MBA. The text is simple in nature and treatment needs improvement.

The title of the book is Retail and Distribution Management, but only two chapters are on distribution management and the rest of the book has been devoted to retail management. The book is written by Dr. B.R. Londhe and published by Nirali Prakashan of Pune. It has been moderately priced at Rs.75.00 which is quite OK with the standard of the book.

