

# CASE STUDIES ON RETAIL MANAGEMENT

## CASE STUDY I

### A NEW STEP TAKEN IN CHENNAI

Saikrishna was pleased that he had pole-vaulted over his father's anxieties and got his consent to run the *kirana* shop, Gopistore. Saikrishna is an MBA from the Bangalore University and he wanted to continue his father's business, but his father does not want him to run a *kirana* shop after an MBA. Saikrishna had strong ambitions to run a *kirana* shop and to be a top retailer in the city. After finishing his MBA he convinced his father to join him for his *kirana* business. Ultimately he could also be able to convince him by introducing him to the world of organized retailing. Sai has collected a lot of information on the retailing business and he wanted to improve his father's business from a *kirana* shop to a step further and to be top retailer in the city. Sai started telling his father that, there is a retail revolution taking place in India. All metropolitan cities across cities today have traditional retailers of all sizes and specialties and are threatened by formidable organized and modern chains and stores.

These range from, at one extreme, the 1,25,000 sq ft Spencer's Plaza mall to outlets such as Food World, Nilgiri's, Subhiksha, and Vitan supermarkets, the Vivek's chain of consumer durables outlets, the Health and Glow beauty outlets and sundry food retailers like Pizza Corner, Pizza Hut, and Cafe Coffee Day. In between these are the department stores. They look their part- huge, multi-storey hulks, glass windows all around, floodlight at night and with their names splashed boldly along. Even within this format, the main chains of department stores are using different strategies merchandising to expand nationally. Large corporations own the four largest chains with units in other cities and national plans. Of these four departmental stores, three have been open for a little more than a year: the 38,000 sq ft Globus owned by the Mumbai-based Hathaway Group, the 30,000 sq ft Life Style which is linked to the Jagtiani-owned Landmark group based in Dubai, and the 17,000 sq ft Westside, which is owned by Trent, the retailing wing of the Tata Group. The fourth store, the 35,000sqft Shoppers' Stop was the last to enter Chennai.

There are other upcoming department store players in the country, like the Delhi-based Ebony chain or the Mumbai-based Pyramid, but Chennai is the only location where four of the largest players battle with each other directly. Shoppers' Stop may be the latest entrant, but it can claim certain precedence. Its pioneering store in Mumbai, followed by successes in Bangalore, Hyderabad, Delhi, and Jaipur, showed that large-scale organized retailing works in India.

In layout, special promotions, staff development advertising and brand building, and customer relationship development, it was Shoppers' Stop set the standard among chains. The chain's Managing Director, B.S.Nagesh, could be permitted some hyperbole when he claims that it's a sign of its power that the other stores, barring Westside, "Started off much like Shoppers' Stop, but have felt the need to diversify once we entered the market."

Whether or not they were reacting, all these stores are following subtly different strategies- though they are all aiming for essentially the same middle and upper middle-class consumer, with much the same apparel-centered product mix. The grounds for such differentiation are hence not great. Decor may vary, but only marginally. The retailer rarely has the money to spend heavily on advertising their brand. So what do you differentiate on? The answer is *merchandising*, a retailing discipline that is becoming increasingly important in India. Merchandising, is essentially the skill that decides which items will go on the shelves. It requires analysis of fashion trends, forecasting future ones, designing appropriate garments, sourcing, checking the finished merchandise, putting it on shelves, and ensuring it is best situated to grab customer attention.

# Retail Management Case Studies With Solution

**John Stredwick**



## **Retail Management Case Studies With Solution:**

*Management Case Studies* Dr. Ramesh R Kulkarni, Dr. Shrinivas R Patil, Rajashekhar R Navalagi, Rangappa K Yaraddi, 2018-06-29 The dynamic and constantly changing business environment has made the management education field evolve to meet new expectations The case study methodology of teaching is a significant pedagogical instrument to impart management skills to students This book is on Management case studies and it teaches students essential skills like analytical thinking communication innovation the ability to transform theoretical knowledge into practically viable solutions and the simplification of complex concepts It covers the practical aspects of management concepts for undergraduate and postgraduate students of different universities This book covers all important management subjects that a UG PG student should master from how to solve a case study to different concepts of General Management Marketing Management Financial Management and Human Resource Management This book is simple and easy to understand without any difficulties for any UG PG student of the management stream and we have done our best to bring accurate data to you

*Retail Management* Barry Berman, Joel R. Evans, 1983 This best seller provides a balance between theory and practice useful career information and a comprehensive package of ancillaries It takes a strategic approach to decision making The volume provides an overview of strategic retail management and provides a careful examination of situation analysis targeting customers and gathering information choosing a store location managing a retail business merchandise management and pricing communicating with the customer and integrating and controlling the retail strategy For retail training directors

**SALES AND RETAIL MANAGEMENT** Dr. Saroj Kumar ,Tripti Singh Chowdhury ,2025-06-21 MBA FOURTH SEMESTER According to the New Syllabus of Dr A P J Abdul Kalam Technical University Lucknow

**Retail Management Cases** Donald L. Thompson, Douglas J. Dalrymple, 1969 Includes bibliographical references **Human Resource Management in a Business Context** John Kew, John Stredwick, 2016-06-01 Highly accessible and student friendly Human Resource Management in a Business Context is the core text for the CIPD Level 7 Advanced module Human Resource Management in Context and is also essential reading for other undergraduate and postgraduate HR and business degrees In clear and easy to navigate chapters which consider government policy regulation the world economy and demographic and social trends this book provides the firm theoretical background that you can apply in practice Human Resource Management in a Business Context is packed with international case studies examples and activities that will actively engage you with the different areas of knowledge and allow you to work through the material step by step This edition is fully updated to include an even broader range of global case studies with extended coverage from China and India and updates to policies and legislation The online resources available have also been expanded on and now provide additional case studies and activities alongside lecturer s guides PowerPoint slides and annotated web links *An Introduction to Human Resource Management* John Stredwick, 2013-07-31 Since its original publication in 2000 this text has been intended

for students studying HRM for the first time Its major features are its comprehensive and wide ranging nature which deals with all major aspects of HRM in a down to earth and practical way alongside the necessary theoretical underpinning The key strength is its accessibility to students new to the subject area where it combines a clear explanation with numerous relevant and interesting cases and comments The range and nature of HRM is fully illustrated by a combination of real life and fictional case studies which heighten awareness of key issues involved in HRM today This new edition will continue to be appropriate for undergraduate courses especially first and second year students studying an HRM degree but also for post graduate courses where many students are new to the field of HRM It continues to be divided into 12 chapters to provide one topic a week on a modular course but it may be extended into two semesters It has been revised to place a greater emphasis on the role of human resources in improving organisational and employee performance These revisions include the greater use of technology in resourcing and development areas the change of emphasis from recruitment selection to talent management and the use of social networking developments as an aid to HR management Recent legal developments will also be covered including those relating to age discrimination and the regulation of agency workers It will be supported by a supplement for tutors and additional web based cases and other materials for tutors and students     Strategic Retail Management Joachim Zentes,Dirk Morschett,Hanna Schramm-Klein,2007-10-16 The authors demonstrate the broad and complex topics of retail management in 15 lessons Each lesson includes a thematic overview of key issues and a comprehensive case study International best practice companies are used to highlight managerial implications and the key discussion points     **Retail Management** Raymond A. Marquardt,James C. Makens,Robert G. Roe,1983     Retail Selling and Store Management Paul Henry Nystrom,1914     *Advertisement Display, Mediums, Retail Management, Department-store Management* International Correspondence Schools,1909     **Iowa Studies in Business** ,1928     **Retail Store Management** Paul Henry Nystrom,1919     *Journal of Retailing* ,1929     **Contemporary Cases in Retail Operations** Brenda Oldfield,2000 These case studies are written for students of retailing or those newly working within the retailing sector Each case demonstrates typical day to day management problems with practical solutions The case studies have clear learning objectives     *Bulletin* Antioch College,1929     **Retail Management** ,1941     *American Druggist and Pharmaceutical Record* ,1901     The Pharmaceutical Era ,1901     **Chain Store Age** ,2005-07     *Harvard Alumni Bulletin* ,1923

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