

MBA SEMESTER-IV

MARKETING GROUP

**MKG 403**

# RETAIL MARKETING



Yashwantrao Chavan  
Maharashtra Open University



MBA : SECOND YEAR

SEMESTER IV

MARKETING GROUP

## Retail Marketing

Unit 1	Introduction to Retailing and Concept of Retail	1
Unit 2	Types of Retailer	15
Unit 3	Strategic Planning in Retailing	39
Unit 4	Decision on Retail Location	57
Unit 5	Management of Retail Business	73
Unit 6	Retail Branding and Positioning	103
Unit 7	Customer Relationship Management	117
Unit 8	Management of Services	129
Unit 9	Retail Information System - Incorporating Information Technology in Retailing	139
Unit 10	Retailing in India- Opportunity and Challenges	159

# YASHWANTRAO CHAVAN MAHARASHTRA OPEN UNIVERSITY

VICE-CHANCELLOR : Prof. E. Vayunandan

DIRECTOR, SCHOOL OF COMMERCE & MANAGEMENT : Dr. Pandit Palande

## NATIONAL ADVISORY BOARD

**Dr. Pandit Palande**  
Former Vice Chancellor  
Director, School of Commerce  
& Management,  
Yashwantrao Chavan Maharashtra  
Open University, Nashik

**Prof. Devanath Tirupati,**  
Dean Academics,  
Indian Institute of Management (IIM)  
Bangalore.

**Dr. Surendra Patole**  
Assistant Professor,  
School of Commerce &  
Management,  
Yashwantrao Chavan Maharashtra  
Open University, Nashik

**Prof. Sudhir. K. Jain**  
Former Vice Chancellor  
Professor & Former Head  
Dept. of Management Studies  
Indian Institute of Technology (IIT)  
Delhi

**Prof. Karuna Jain,**  
Director,  
N I T I E, Vihar Lake,  
Mumbai

**Dr. Latika Ajitkumar Ajbani**  
Assistant Professor,  
School of Commerce &  
Management,  
Yashwantrao Chavan Maharashtra  
Open University, Nashik

**Prof. Vinay. K. Nangia**  
Professor & Former Head  
Department of Business Studies,  
Indian Institute of Technology (IIT)  
Roorkee

## Authors

**Dr. Piyush Seth**  
Assistant Professor  
Feroze Gandhi Institute of  
Engineering & Technology  
Raebareli, Uttar Pradesh, India

**Dr. Latika Ajitkumar Ajbani**  
Assistant Professor, YCMOU

**Dr. Surendra Patole**  
Assistant Professor, YCMOU

## Editor

**Dr. Vinay Sharma**  
Associate Professor  
Department of Management Studies  
Indian Institute of Technology (IIT)  
Roorkee, Uttarakhand, India  
Visiting Professor, IIM, Lucknow

## Instructional Technology Editing & Programme Co-ordinator

**Dr. Latika Ajitkumar Ajbani**  
Assistant Professor  
School of Commerce & Management  
Yashwantrao Chavan Maharashtra  
Open University, Nashik

## Production

**Shri. Anand Yadav**  
Manager, Print Production Centre, Y. C. M. Open University, Nashik- 422 222

Copyright © Yashwantrao Chavan Maharashtra Open University, Nashik.

(First edition developed under DEB development grant)

☐ First Publication : February 2018

☐ Cover Design : Shri. Avinash Bharme

☐ Printed by : Shri. Ajit Modak, M/s. Print Lines, A-Road, NICE, Satpur, Nashik - 422 007

☐ Publisher : Dr. Dinesh Bhonde, Registrar, Y. C. M. Open University, Nashik-422 222

☐ Publication No. : 2263

ISBN : 978-81-8055-453-7

MKG 403

---

# UNIT 4: DECISION ON RETAIL LOCATION

---

*Decision on  
Retail Location*

## NOTES

- 4.0 Unit Objectives
- 4.1 Introduction
- 4.2 Types of Retail Locations
- 4.3 Location and Retail Trends
- 4.4 Legal Considerations in Retailing
- 4.5 Location Considerations for Retail Business
- 4.6 Evaluating a site for Locating a Retail Store
- 4.7 Trade Area Characteristics
- 4.8 Summary
- 4.9 Key Terms
- 4.10 Questions and Exercises
- 4.11 Further Reading and References

---

## 4.0 Unit Objectives

---

After reading this unit, you should be able to describe the location and retail strategy, explain the trade area characteristics and estimate potential sales for a store site.

---

## 4.1 Introduction

---

The overall objective of retail marketing is creating and developing services and products that meet the specific needs of customers and offering these products at competitive, reasonable prices that will still yield profits. Businesses must realize that, in retail, the customer lies at the center of any organization's marketing efforts, determining the overall success of the product or service.