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Retail Management Course

Email Contact: info@educba.com



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Course Overview

You get to learn how to run a retail business efficiently. We look at logistics management, retail supply chain, merchandising, budgeting, assortment and space management. We will also understand retail pricing, product distribution, and logistics, relationships such as retail supplier & customers, IT for retail.

Retail Management Skills

We learn the following skills:

Supply Chain Management: In this retail management certification, you will learn about supply chain management which means supervision of the movement of goods and services from point of origin to point of consumption, comprising movement and storage of Raw materials, finished goods and work in progress inventory.

Retail Customer Relationship Management: As at the retail level, it gives you an opportunity to direct contact with the customer.

Course Features



Course Duration- 15 + Hours



Number of Courses



Verifiable Certificates



Lifetime Access



Technical Excellence

About Retail Management

Retail Management is a united part of Supply chain management, making shopping a pleasant experience to the customers making sure that they leave the store with a smile.

For a comprehensive end-user satisfaction, Retail Management is an art that requires employing various tools of logistics management, giving relief to the consumer to shop without any struggle.

The scope of Retail Management is to ensure that all the event of retail is managed in the correct way.

Retail Management Course

This is a Bundle Course that includes complete in-depth Retail management Learning Courses combined into one Complete Course.

This Bundle perfectly meets the requisite of the industry and gives you a better chance of being hired as a Retail Management Learning professional.

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Retail Management

Section 1. Introduction

- Introduction to Retail Management

Section 2. Unorganised and Organised Retail

- What is Retail
- Unorganised Retail
- Organised Retail

Section 3. Stores and Ecommers

- Dept Stores to Speciality Stores
- Drug Stores
- Value Stores
- Factory Outlets
- Extreme Discount Stores
- Exclusive Brand Stores

Section 4. Stores and Ecommers

- Dept Stores to Speciality Stores
- Drug Stores
- Value Stores
- Factory Outlets
- Extreme Discount Stores
- Exclusive Brand Stores
- CSD and CPS
- Ecommers
- Ecommers Operations

Section 5. Retail-Organized-Ecommerce Operation

- No Upfront Costs
- Additional Sales Channel
- Variable Cost Structure
- Robust Payment Systems
- Ease of Use
- General Policies
- Clicks and Blinks
- B2B Marketing
- B2B Marketing Steps

Section 6. International Marketing

- International Marketing
- Retail Marketing
- Location

Section 1. Retail Introduction

- Retail An Introduction
- Retail India A Case Study
- Retail Location An Advantage

Section 2. SCM In Retail

- Retailing An Overview
- Evolution of Indian Retail
- Indian Retail Key Enablers
- Supply Chain Management for Retailing A challenge for Retailers
- Porters Value Chain
- Characteristics of an Efficient Supply Chain
- Supply Chain Components
- Macro Process In SCM
- Stages In SCM
- SCM Issues
- Push Based SCM

Section 3. Conclusion

- Conclusion

3 Retail Management Course

Section 1. Introduction

- Introduction and Syllabus

Section 2. Retail Supply Chain

- Manufacturers and retailers supply chain processes
- Similarities Differences in manufacturing Retail Supply Chain Elements
- Retail as a subset of Retail Management Retail Supply Chain Planning Executive
- Strategic Tactical Operational view of Retail Supply chain
- Retail Supply Chain maturity Conclusion

Section 3. Category Management

- Introduction to Category Management
- Category Management Process Category Definition
- Category Roles Category Assessment Category Performance Measure
- Category Strategies tactics
- Implementation and Review Enabling components of category management
- Category captain Challenges in Category Management

Section 4. Merchandise Budgeting

- Merchandising benefits and types
- Merchandise hierarchy Merchandise Forecasting
- Merchandise Budgeting
- Open to Buy Control and Conclusion

Section 5. Retail Pricing Challenges

- Retail Pricing Challenges
- Price Elasticity Managing Retail Pricing Life Cycle
- Retail Promotion Objectives Promotional Measures and KPIs
- Promotion Tools Decision Points for Retailers while planning Promotions
- Information used for Planning Promotions Promotion Optimization Process
- Managing Retail Markdowns

Section 6. Retail Product Lifecycle Management

- Product Design Challenges for the Retailer
- Private Labels Types Advantages Disadvantages
- Supply chain decisions in private labels
- Retail Packaging
- Green Design Packaging
- IT for Retail Product Lifecycle management Conclusion

Section 7. Retail Distribution Replenishment

- Retail Distribution Models Retail Replenishment
- Vendor Managed Inventory its process
- VMICRP Advantages Cautions
- CPFR Process
- Direct Store Delivery Route Accounting Handheld Devices Types of DSD
- IT for Retail Distribution Replenishment and Conclusion

Section 8. Retail Logistics

- Transport Planning Legs in transportation
- Transportation Planning Drivers Tools
- Transportation constraints
Transportation Execution Process
- Transportation Cycle IT for transport management
- Measures of Transport Management
Green transport
- Retail Warehousing Overview and Functions
- Value added services of a retail warehouse Cross docking introduction

Section 9. Retail Supplier Relationship Management

- Important concepts Supplier Relationship Management Process
- Merchandise Procurement Decisions
Procurement Process
- Merchandise Procurement Decisions
- Global Sourcing Pros and Cons
- Major Processes in Global Sourcing
- Sourcing Conclusion

Section 10. Retail Customer Relationship Management

- Introduction Retail Customer Service
Customer Service Mix
- Customer Service Pyramid Customer Service over Retail Life cycle
- Ways to improve Customer Service for a Retailer
- Order Management Process Concept of Perfect Order
- Multi Channel Retailing
- Retail Returns Reverse Logistics
- Reverse Logistics process
- Retail Loyalty Programmes
- Retail kiosk advanced payment technologies conclusion

Section 11. Managing Supply

Chain of Different Retail Formats

- Types of Retailer Organised B2C Retail Format examples
- Cash carry Retailing Rural Retailing
- Airport Retailing Non Store based Retail Formats Online Shopping
- Airport Retailing Non Store based Retail
- Service Retailing Banking Courier and Conclusion

Section 12. Apparel Footwear Retailing Supply Chain

- Understanding development process supply chain characteristics
- Pre pack Planning
- Apparel retail Supply Chain Innovations
- Footwear retailing Supply Chain Drivers
- Case study of Khadims Footwear Conclusion

Section 13. Information Technology for Retail

- Retail Technology maturity Model
Need for IT in retail
- Barcoding RFID
- Retail ERP
- Retail Analytics
- POS Systems Mobile Applications



Frequently Asked Questions

Will this Retail Management Course add value to my Career?

Yes, this course will add value to your career, making you stand ahead of everyone.

Can I take this course in my Leisure time?

Yes, you can take this course at your leisure time, as it is an online course, you can take it any time any place whenever you are comfortable.

How can I raise queries in this Retail Management Certification course?

You can mail your queries to the given email- id and your questions will be answered dully.



Customer Reviews

“

It was indeed a knowledgeable experience for my further studies in your esteemed Institute.

Their courses are leveraged by practical knowledge, with plentiful Cases and Exercises, incorporating a strong action learning approach. These course helped me in nurturing the talent in a way which makes it highly industry oriented and efficient.

Sushmita Mandal

”

The tutor explains each aspect easily to understand and provides examples in order to make the topic more clear. I enjoyed that course and already started to listen to another course of that tutor about retail management.

Hein Aung

”

The learning in retail management is a lot of content explained with case studies and conceptual clarity. I would recommend to everyone who wants to learn retail management from scratch.

Liz Gomes



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For Queries please contact:

Email : info@educba.com



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