



# **SNS College of Technology**

## **Coimbatore - 35**



### **19BAE720 –RETAIL MANAGEMENT**

**UNIT 2: Models & Classification: Concepts of Life Cycle in Retail, Business Models in Retail. Classification: Retail Institutions by Ownership, Store Based Retailing, Electronic & Non-Store Retailing, Automated Vending, Kiosks & other forms of Non-Traditional Retailing.**

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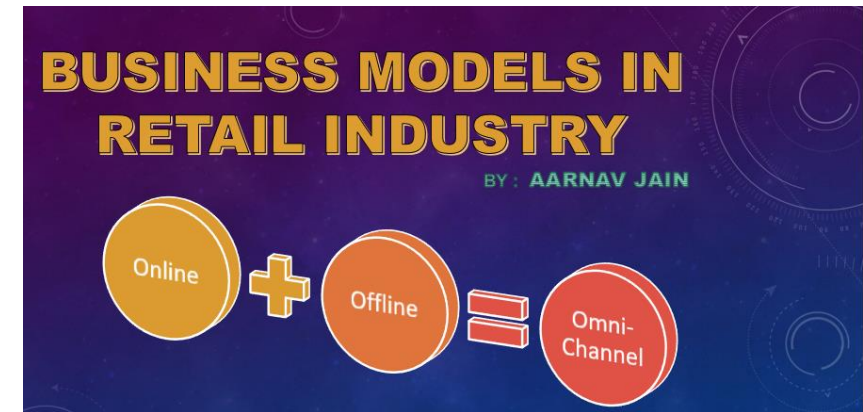
# Guess Your Topic....





# BUSINESS MODELS IN RETAIL

A retail business model follows a **direct-to-consumer approach**, also called **B2C**, where the **company sells directly to final customers a processed/finished product**. This implies a business model that is mostly local-based; it carries higher margins but also higher costs and distribution risks





# ELEMENTS OF BUSINESS MODELS IN RETAIL

It includes the cost model (sourcing and store operations), the value chain structure (degree of integration with suppliers and logistics, for example), and the organizational processes. Most managers' time and resources tend to be focused on changes to only one or two elements of the business model.





# FIVE IMPORTANCE OF ELEMENTS OF BUSINESS MODELS IN RETAIL

- Identify Your Target Market.
- Identify Your Value Chain.
- Mobilize Your Resources.
- Identify Your Business Partners.
- Keep Your Business Model Flexible.





# RETAIL MARKETING STRATEGIES





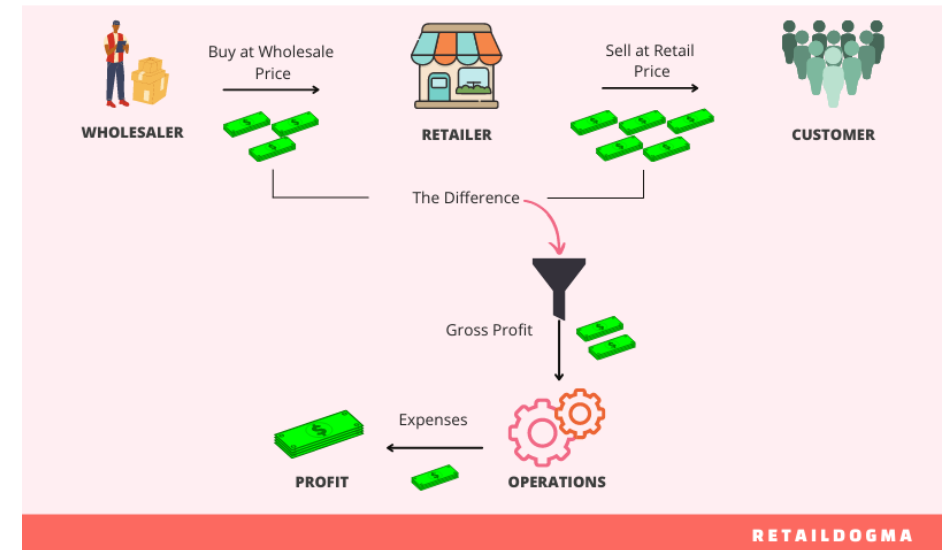
# IMPORTANCE OF RETAIL BUSINESS

- Location
- Marketing
- Store layout and appearance
- Service and assortment
- Bundle selling.



## RETAIL BUSINESS MODEL

How retail businesses make money





# REFERENCES

- ❖ <https://theinvestorsbook.com/global-retailing.html>
- ❖ <https://www.naukri.com/learning/articles/retail-management/>