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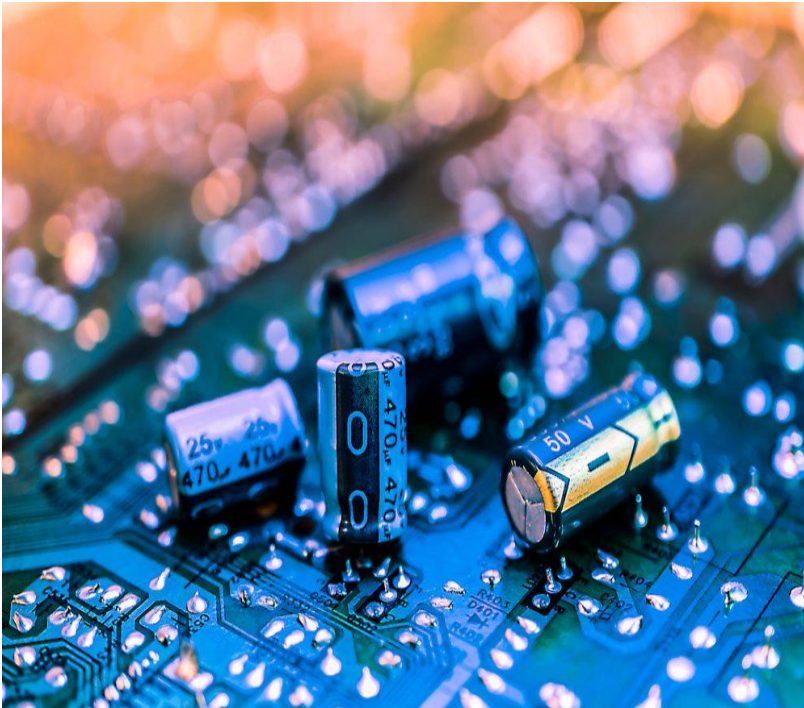
19BAE720 –RETAIL MANAGEMENT

UNIT 2 : – ELECTRONIC & NON- STORE RETAILING, AUTOMATED VENDING, KISOKS & OTHER FORMS OF NON-TRADITIONAL RETAILING

Vishnu Priya V
Assistant Professor
SNS COLLEGE OF TECHNOLOGY

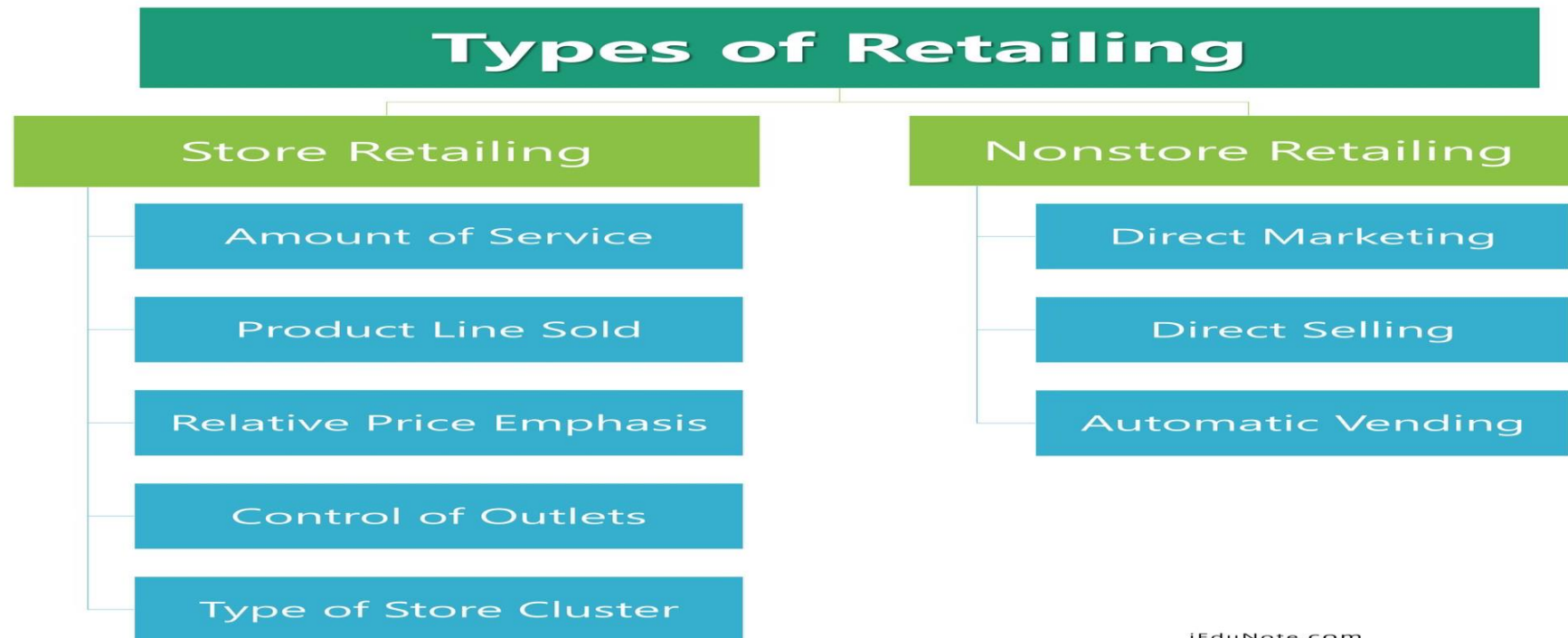


Guess Your Topic....





ELECTRONIC & TYPES OF RETAILING



iEduNote.com



RETAIL FORMATS

Classification of Retail Formats

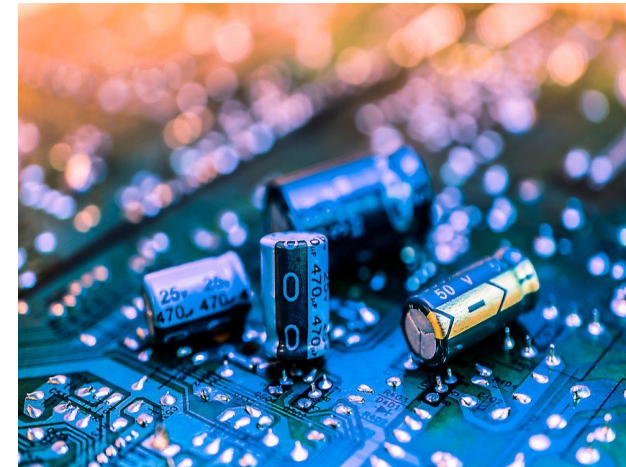
- 1) Store Based Retailing
- 2) Non-store Retailing

Service Retailing Store Based Retailing

- 1) Form of Ownership
- 2) Merchandise offered

Form of Ownership

- 1) Independent retailer
- 2) Chain retailer
- 3) Franchise
- 4) Leased departments





NON-STORE RETAILING

The merchandising of goods by means other than retail shops; merchandising by mail order, vending machines, telephone, door-to-door, etc.





KIOSKS, VENDING MACHINE

- ❑ Non-store retailing methods include **kiosks, carts, vending machines, direct selling, telemarketing, direct marketing and e-tailing.**
- ❑ A kiosk refers to a **small, temporary, stand-alone booth used in high-traffic areas for marketing purposes.** A kiosk is usually manned by one or two individuals who help attract attention to the booth to get new customers.





VENDING MACHINE

- ❑ A kiosk is a small stand-alone booth present in a public place, where you can get tickets or small items or display information. They can be manned or unmanned (electronic). A vending machine is a machine that gives out products such as food, drinks, or cigarettes when you insert a coin or token to the machine





OTHER FORM OF NON – TRADITIONAL RETAILING

The major types of non store retailing formats are **Direct selling, Catalog retailing, Automatic Vending In Home shopping and Internet retailing or E-tailing.**

Anything that's different from the usual customs or traditions is nontraditional. **Riding a unicycle to school** is a nontraditional form of transportation

Other nontraditional forms of Retailing

- **Airport Retailing – major retailing mecca**
- **Large potential markets**
- **Variety of retailers such as fast food, gift shops and now some mall specialty retailers are moving to the airport.. Walden Bookstore**
- **Generates annual sales of \$6 billion**

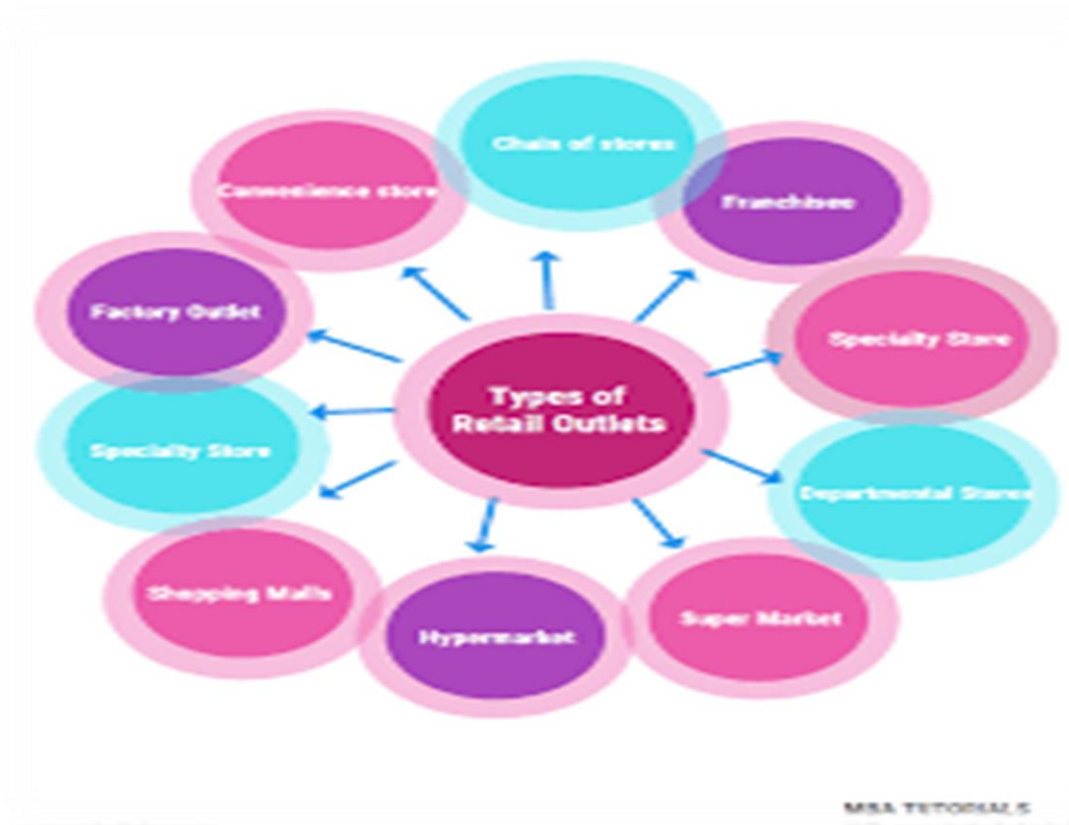
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8 Types of Retail Stores

8 Types of Retail Stores

1. Grocery/Supermarket
2. Convenience Store
3. Big Box/Superstore
4. Specialty Store
5. Department Store
6. Discount Store
7. Off-Price Retailer
8. Warehouse





CONCLUSION

- ❖ Which of the above types of retail stores does your store fall under? Knowing the unique characteristics of your store and its typical layout can help you make sound decisions on how to merchandise your products. Maximize every customer's visit by putting your products where they're most likely to be noticed.

Conclusion



SUMMARY

- ELECTRONIC & TYPES OF RETAILING
- RETAIL FORMATS
- NON-STORE RETAILING
- KIOSKS, VENDING MACHINE
- OTHER FORM OF NON – TRADITIONAL RETAILING

