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Retail Management: Text and Cases

By U.C. Mathur

I.K. International Publishing House Pvt. Ltd., 2010. Paperback. Book Condition: New. 18cm x 24cm. Retail ventures become successful due to a variety of reasons but major dilemma for retail entrepreneurs is the secret formula for continued success. The book provides the entire gamut of carefully crafted success themes which covers the retail business in its entirety. Competition gives the benefit of large product range, brands and competitive prices to the buyers. Retail management is similar to the comprehensive management of a luxury liner that calls for round the clock operations. Retail operations starting from vendor and retailer selections through which the business gets its full impact when the customer gets the product/brand he wants, where he wants and when he wants. Virtual determinants of retail success have been thoroughly covered in the book besides the regular retail business areas. The book describe retail entrepreneurs selection of dealers, their motivation for selling their products in preference to competitive brands. Sales calls made on retailers by the principles, including call objective, call planning, call closure and feedback are highlighted for the benefit of the readers.



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Reviews

Very useful to all of category of people. I actually have read through and that i am sure that i will likely to go through once more again in the foreseeable future. I realized this book from my i and dad advised this publication to find out.

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This is the very best publication i have got read until now. It is definitely simplified but shocks within the fifty percent of the pdf. You may like how the article writer create this pdf.

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