

RETAIL MANAGEMENT

Offline and Online Perspective



O. A. Adegbuyi

Retail Management: Offline And Online Perspectives

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Preface

Retailing, one of the sectors in the global economy, is going through a period of dramatic change. Innovative retail entrepreneurs are using new technologies and changing customer need to build the next generation of industry giants. Traditional retailers are adapting or going out of business. Buying and selling online introduces the largest revelation in retailing since the first department store was opened. The principal difference is that this store covers the planet.

The objective of the author in writing this textbook is to capture this excitement and challenges in the retail industry (Offline and Online) as the author informs students and practitioners about the state-of-the art management practices of these important institutions in our society.

The book is divided into 20 chapters and 2 parts. Each part contains a number of closely related topics and concise enough to retain the student's attention. It starts with part one in which the author dealt with issues on offline retailing. These include overview of marketing channel, nature and importance of retail management, retail institutions classification, location of retail stores, marketing research in retailing, retail advertising and display, pricing in retailing and wholesale management, stock management, the concept of fashion, retail selling and functions, and wholesale organisation.

Part two addresses online retailing with emphasis on affiliate marketing. It outlines the introduction to affiliate marketing, how to identify and pick hot selling products, using pay-per-click to promote affiliate products, using search engine optimization to sell products as affiliate, bum marketing exposed for affiliates, leveraging on free reports to increase

affiliate sales, rising to the affiliate level, become a supreme affiliate marketer and the advantages and disadvantages of online retail.

The unique feature of this book is that each chapter starts with learning objectives and the end includes a number of exercises that the students can use to test their understanding of key issues covered in them. This is intended to provide easy reference for the student, and assist in retaining what has been learnt in each chapter.

In all, the text is written in such a way as to provide a thorough understanding of the offline and online practices of retailing to build a solid foundation for coping with advanced courses in Marketing, Business Administration, Economics, Banking and Industrial Relations.

Omotayo Adegbuyi

February, 2013.

Dedication

To Abimbola my wonderful wife,
and children Eniola,
Abiola, Desola.

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THE BOOK

A wise man once said that all money is made by somebody selling something to somebody else. One of the ways in achieving this is through retailing. The word retail entails product/service distribution that starts from the makers to the end users in a convenient and smoother way. The world of retail changed again in 1995, when amazon.com opened its doors to worldwide market on the Web. With the growth of the World Wide Web, both retailers and consumers can find suppliers and products from anywhere in the world. The retail scenario keeps changing continuously. These changes are brought by ever changing customer requirement, economic development of the nation, falling borders, and new technologies. The objective of this book is to educate the reader and practitioners on how to integrate offline and online strategies in their businesses in order to achieve the core organizational objective-customer satisfaction.

Building on the objective of the text, the author articulates the nitty-gritty, basic steps and practical rules of retailing both offline and online practices will help the students develop analytical approach to the study of retail management in preparation for further studies. Business persons will also find the text useful as it will put the techniques and information necessary for their giant stride at their fingertips.

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