

Project Retail Management - Retail in Detail (RID)

International School of Management & Research

Target: Management students from 2nd and 3rd Sem

Outcome Desired: Enhancing ‘Retail Management’ domain orientation, offering key concepts in Modern Retail Management and generate deep interest within students

INDUSTRY FOCUS AREAS:

FMCG Companies, Consumer Durables, Agricultural Companies, Retailers focusing in Retail Markets, Fertilizers & Pesticides Companies, Banking and Insurance companies, Packaging Industry

Method of Execution: Face –to-face interactive Training Session, AV

tools **Support Pedagogy:** Study Material, Activities & Self- Assessment

Duration – 4 Days – (Continuous or at two intervals)

Location – Campus at Pune

“The only thing worse than starting something and failing is not starting something.”

PROGRAMME SCHEDULE

DAY – 1 - Module 1 - Introduction to retail marketing Strategies

“People are always going to go shopping. A lot of our effort is just ‘how do we make the retail experience a great one?’”

— Phillip Green, Chairman, Arcadia Group

- ✓ Careers in Retail Marketing – 2 Hours
- ✓ Examples and Stories – Retail – 1 Hour
- ✓ Deciphering Retail Marketing Terminology and importance
- ✓ Innovations in Retail Management
- ✓ **Challenges and Constraints**

DAY – 2 – Module 2 - How retailer plans entry; Regional analysis; Cultural environment; FDI in retail

“You walk into a retail store, whatever it is, and if there’s a sense of entertainment and excitement and electricity, you wanna be there.”

— Howard Schultz, CEO, Starbucks

RETAIL MARKETING RESEARCH & CONSUMER BEHAVIOUR

- ✓ Understanding the retail Consumer
- ✓ The traits of a retail Consumer
- ✓ Case Examples

MODERN RETAIL DISTRIBUTION SYSTEMS

Challenges in Distribution

Innovations in Distribution

Case Examples: From Rural, Social space as well as modern retail

CASE STUDY from Retail Marketing Domain - 5pm - 6.30pm - Briefing

DAY – 3 – Module 3 – Ecommerce and Field Project

“Your customer doesn’t care how much you know until they know how much you care.” – Damon Richards, customer care expert

Types of platforms

E com Strategies – Product/ Segment/ Target/ Price

Discussion about Zomato, Swiggy, TATA neu (Super App), Alibaba to TATA (Super App) and many new age players

Project Work/ Field Visit

Half day post lunch - Phoenix Market City or Amanora Mall at

Hadapsar Guided Tour + Instructions + Practical + Project.

This shall be from 3 pm till 8 pm.

Transport facility shall be arranged by the institution.

DAY – 4- Module 4 - Supply chain in Retail – Physical stores and Ecommerce

“Retail is a customer business. You’re trying to take care of the customer—solve something for the customer. And there’s no way to learn that in the classroom or in the corner office, or away from the customer. You’ve got to be in front of the customer. “

– Erik Nordstrom, President, Nordstrom Direct

- Case study of 10-minute delivery

Modern retail Business Management – Concept of Malls and Per Sq ft Pricing

Examples of Dmart, Smart, More, BB, Trent, Palladium etc

Best Practices in Retail Management

Merchandising – Buyer, Visual, Sales, Analytical approach

FINAL WRAP UP (at 5.30 pm)



ICSPL-ISMR-Pune

Lead Facilitator's Profile:

Lead Facilitator's Profile:

Dr. Ram Kishen. Y completed his PhD from Bharti Vidyapeeth University in the field of 'Rural Marketing' in the year 2009.

Dr. Ram Kishen. Y has completed his Masters in Business Administration from GITAM, Visakhapatnam, Andhra Pradesh in the year 1997 with Honours in Marketing.

He is an industry expert with 6 years of corporate experience, working for Mahindra Holidays, Tata Communications Ltd and LOWE (Lintas Communications). He has 11 years of Teaching Experience and has served in the best of B – Schools.

He is currently the Professor of Marketing at K.J. Somaiya Institute of Management Studies & Research, Mumbai (ranked among the top 20 Best B – Schools in India). His teaching and research interests are **Rural Marketing, Sales & Distribution Management, Retail Management, Strategic Brand Management, Strategic Marketing.**

He is a prolific author and has written 4 textbooks -

- ❖ Rural & Agricultural Marketing,
- ❖ Management of Co-operatives,
- ❖ International Retail Marketing Strategies (all published by Jaico Books) and
- ❖ Strategic Brand Management (published by Ane Books)

He is currently working on 5 more textbooks.

He has written around 50 Research papers in various journals and conference proceedings.

Dr. Ram Kishen.Y develops his own case studies for Teaching in B-Schools and Corporate Training purposes.

He has jointly developed cases with Toyota, MI Corporation, Fevicol and Asian Paints.

Dr. Ram Kishen is also a high-profile Corporate Trainer.

He has almost trained around 25 Corporates & Indian Navy in the field of Marketing like Selling Skills, Customer Relationship Management, Rural Marketing, Retail Management and Strategic Marketing domains.

Golden Words

“Our brands—Nike, Converse, Jordan Brand and Hurley—are loved by customers all over the world.

But we never take that for granted;
we know that every day we have to earn their trust - by serving them completely and adding real value to their lives through products and experiences.”

Mark Parker, CEO