

A Case Study of Retail Marketing & Branding

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Abstract: "Retail Management" is the process of bringing the ultimate user to the main producer, through a series of stages, where retailing is the last one. It is not limited to quantities, but limited to the exact requirement of the ultimate user. It can be conducted local or central whereby the approach is local, national or global. So it can be rightly said that Retail marketing & Branding are the two important pillars in the entire process of Retail Management. Retail marketing is comprised of the activities related to selling products directly to consumers through channels such as stores, malls, kiosks, vending machines or other fixed locations. In contrast, direct marketing to consumers attempts to complete a sale through phone, mail or website sales. The successful implementations of the components of the traditional marketing mix are essential for success in retail marketing. The savvy marketer must have a thorough understanding of his or her customers to answer the questions that are implied by each of the 4 P's. Management strategies for Retail Marketing are to succeed in a competitive retail market, retailers must be able to offer the right product, at a price, time and place as well. Retail strategy explains Target markets, which market segments are planned to be served to focus the activities associated with the resources that must be prepared by the retail. The format is planned to be used separately to meet the needs of your target market. Selection of target market segments and the determination of retail formats. Development of competitive advantage that enables retailers to reduce the level of competence facing is a retail concept that focuses on retail management orientation in determining the needs of target markets and meets their needs more effectively and efficiently. The successful retailer must meet the needs of customers in market segments that are served better than those made by competitors by considering some important things like Consumer Loyalty, Location, HRM, etc. Branding Strategies in Retail Branding are Integrated Branding, Contract Branding & Independent Branding



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