

A Case Study of Retail Marketing & Branding

Dr. Wani Murlidhar Namdeo

Principal

M. M. Jagtap College of Arts, Science and Commerce, Mahad-Raigad, Maharashtra, India

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



Keywords: Retail marketing-Retail management-Management strategies-Branding Strategies

I. INTRODUCTION

"Retail Management" as: 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. Therefore, bringing about operational efficiency at this last stage, and creating an environment so compelling that he looks nowhere else, is "Retail Management". It is an art, and necessitates employing several tools of logistics

management for a complete end user satisfaction. It is getting to know the final user on behalf of the producer. It is a process of facilitation. Retail management is the sale by seller in small quantities to customer not for resale

Retail management can refer to the way business is conducted in the retail sector: the very stage in which goods and services are delivered to their end users.

As a job sector, Retail Management offers positions with names like Retail Store Manager, Retail Area Manager or Retail Assistant Store Manager.

Depending on the business model, management can be conducted local or central whereby the approach (how do we approach the customer?) is local, national or global. It is the way business is lead in the retail sector - with retail being the delivery of goods and services to end user

(the last station in the production process). So it can be rightly said that Retail marketing & Branding are the two important pillars in the entire process of Retail Management.

Definition of Retail Marketing:-

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, according to the Free Dictionary. 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 (product, place, price and promotion) 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.

In the growing market, retail marketing has become one of the major emerging trends in the entire economical cycle. It is the retail market only which provides the consumer a basic platform to encounter with goods and a shop keeper for the first time. Retail market consists of a fixed location like boutique, store, departmental store etc, here in these location consumers meets the shop keeper and purchase goods in return of certain value. Maintaining a certain profit margin, these shop keepers sell goods to their consumers. The basic motive of these shopkeepers is to satisfy the consumers and fulfill their needs and demands.

Retail marketing strategy has become one of the basic elements of marketing strategy which includes a lot of planning and proper execution of this planning. Now let us first focus on the basic nature of retail. Firstly in retail, a marketer needs to focus primarily on the needs and desires of the customers.

Retail marketing even focuses on satisfying the customers, maintaining a proper profit margin for the owner of the goods. Customer needs are the basic key factors of retail. Retail marketing consists of 5 basic pillars, first is saving the precious time of the customers. Second is setting the right prices of the goods, third is creating a proper connection with the emotions of the customers, fourth pillar is paying the right respect to the customers and lastly solving the problems of the customer is another pillar of retail.

Previously customers used to shift to other brands very easily as there did not exist any brand loyalty. But now with the extensive features of retail marketing, it has become easier for the company not only to capture a huge market but at the same time create a strong bonding with the customers. Thus, this sort of marketing strategy did not only ignite the sales target and profits but at the same time increased the brand loyalty.

A retail marketing strategy refers to how a store and its products sell goods to its target customers. Each type of retail business has to make decisions about all the details of its marketing mix. A marketing mix consists of the product, price, place, promotion and packaging. Internet marketing strategies and those for stores that people shop at in person must be developed to meet the needs of potential customers. A retail marketing strategy is first outlined in a business plan.

A business plan contains information about the intention and goals of the company. It's created before a business opens. Business plans include research about who the company's potential customers are as well as what their needs and wants are. A retail marketing strategy should be a part of the business plan. It should include decisions about the marketing mix approach, such as how customers will get the products.

For instance, a furniture company may choose a large warehouse, while a jewelry manufacturer may decide to sell only over the Internet. Other businesses may select a combination of a brick and mortar store for in person customer purchases plus a website for customer online shopping.

All retail marketing strategy decisions should consider the target customer as well as the company's profit. For example, having an website rather than a retail store may save on overhead costs, but it won't be a profitable choice if the target customer isn't likely to shop online.

Common retail marketing strategies involve how products and stores are positioned and differentiated. A differentiation retail marketing strategy focuses on products that can stand out from the others competing for the attention and dollars of the target market. For example, a furniture store may offer hand-made products or other items very different from what competing stores are offering. Of course, the product shouldn't only be different, it has to be something that targeted customers want and need. Retail market differentiation must set stores and products apart in order to create strong branding.

Management strategies for Retail Marketing

The retail industry continues to change with changes in technology, development of business and consumer needs. Retail business is all business activities related to the sale and delivery of services to consumers for its use of the individual as a person or family. To succeed in a competitive retail market, retailers must be able to offer the right product, at a price, time and place as well. Therefore, understanding the characteristics of the retailers to target the consumer market or to be served is very important. In its operation, retailers, among others, perform some functions to help the consumer in providing a variety of products and services. Split function and add value to products, the overall manager of the retail business requires the implementation of management functions are integrated both functions of finance, marketing, human resources, and operational. So that retailers can fully understand the scope of its retail business, how the strategy development and business management.

Retail strategy is a statement that explains things:

1. Target markets (target market), which market segments are planned to be served to focus the activities associated with the resources that must be prepared by the retail
2. The format is planned to be used separately to meet the needs of your target market. The format is combination retail, retail is based on the nature or characteristics of goods and services offered, pricing policies, advertising and promotional programs, design stores, and special locations.
3. Retail planning basis for sustainable competitive advantage or the advantage of competition can be maintained in the long run.

Thus each of the retail strategy will include:- 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 meet 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. The main task in developing the retail business is to set the target market. This process begins by defining market segmentation.

ADVANTAGES:

Consumer Loyalty:- Consumer loyalty means loyalty of consumers to shop at certain retail locations. Have a loyal customer is an important method in maintaining the advantages of its competitors, if it has a loyal consumer means consumers have an aversion to a customer on a competitor retailer.

Loyalty Program:- Loyalty program is part of the overall management of customer relationships, this program is generally run in the retail business, loyalty program in collaboration with customer relationship management / Customer Relationship Marketing (CRM). Member - member loyalty program in mind when they buy, because they use some type of loyalty card, purchase information is stored in large databases, the database can be known from other types of goods purchased by consumers of what, by using this way retailers can customize a variety of offerings to meet the needs of loyal customers as well. Some retailers are already using this program such as: Alfa with AFC (Alfa Family Club), Carrefour Shopping Card (M) Carrefour, Matahari with MMC (Matahari Club Card), and many other examples.

Location :-Location is a major factor in the selection by the consumer. It's also a competitive advantage that is not easily imitated. For example: Starbucks, they create a market presence that is difficult to compete; Carrefour, they always specify the location that is always strategic. The selection of the exact location has the advantage that:

1. A long-term commitment of resources that can reduce the flexibility of future retail itself.
2. Location will affect the growth of retail business in the future, the selected area should be able to grow economically so as to maintain the continuity of the store at the beginning or the future.
3. Determination of the location can be started by selecting a community, this decision depends on the potential for economic growth and stability as well as competition and political climate but it also largely determines the geographic location.

Human Resource Management:- Retail is a labor intensive business, the employees have an important role in providing services to consumers and build customer loyalty.

Distribution & Information Systems:- All retailers try to manage the business efficiently, they continue to meet consumer needs, and at the same time the member consumer goods at a price better than the competitors, or decide to use the opportunity to attract customers from competitors by offering services, goods, and a better visual presentation.

Goods:- Goods that uniquely Develop labeled brands (also called store brands) which are the products developed and marketed by retail and only available from the retailer.

Customer service:- It takes time and effort to build a tradition and reputation for customer service, because of good customer service is a valuable strategic asset.

Branding:-“Branding is the process by which companies distinguish their product offerings from the competition. Brands are created by creating distinctive name, packaging and design.”

Brand signifies reputation and symbolic meaning attached to a brand. Branding is an integral part of the overall marketing strategy. For the consumers a brand name is a means of identification of products as well as means of differentiation of the branded products from its rivals.

The development of the "whole branding view" entails creating the store as brand and enforcing this "retail brand" at every point of contact between the prospect and the store. The very essence of this concept is that branding is not merely a synonym for marketing a product, but it is rather the whole host of activities that define and deliver a purchasing experience.

Important Criteria in Retail Branding:- In today's customer driven economy the power has shifted from the manufacturer to the retailer. He has gained prominence and the entire economy is becoming retailer-driven.

Supply chain management is a very important criterion for successful retail branding. It is the core of retailing and firms like Walmart have successfully used IT to improve their vendor management.

Branding Strategies in Retail Branding

Integrated Branding

Contract Branding

Independent Branding

Integrated Branding:-In integrated branding the retailer is in direct link with the manufacturer. He is required to possess complete knowledge about the possible developments in the product in the future. In this regard he practices experience based marketing and leverages the benefit of being in direct contact with the customers. The retailer is involved in process beginning from idea generation to branding the product.

Contract Branding:- In contract branding the retailer outsources from an existing supplier of the product and does not play any part in product development. The participation of the retailer is limited to the specifications regarding quantity, price and brand. Here the supplier is responsible for product development in the future and is required to have complete knowledge about the product and has an established link with the manufacturer. The retailer benefits from the experience and network of the supplier.

Independent Branding:- Here, the retailer simply procures from the supplier at the lowest possible cost and the entire branding investment is his own. The retailer is like the owner of the brand and holds complete responsibility for its performance. Such brands are known as 'Private Labels'. Examples of such brands are STOP, which belongs to Shopper's Stop, SRC which belongs to Westside etc. Such brands are treated differently to other brands.

II. CONCLUSION

Depending on the business model, management can be conducted local or central whereby the approach (how do we approach the customer?) is local, national or global. It is the way business is lead in the retail sector - with retail being the delivery of goods and services to end user. So it can be rightly said that Retail marketing & Branding are the two important pillars in the entire process of Retail Management.

REFERENCES

- [1]. Government of India Ministry of MSME- Brief Industrial Profile of Raigad District .2011-12
- [2]. DIC Reports 2005-2012
- [3]. Govt. of Maharashtra. Webside
- [4]. Indian Economy Shri. Misra –Puri Himalaya Publishing house Mumbai.
- [5]. RBI & Government of India Planning Commission 12th plan Repor, Economic survey 2011-12.
- [6]. Various Internet sides. Google, Wikipedia and others E - sources.
- [7]. Indian Economy- Dr. Nirmal Bhalerao and Dr. Desai Nirali Prakashan Pune (Marathi)