

**PETER JONES'**  
ENTERPRISE AND ENTREPRENEURSHIP



## Unit 18: Understanding Retailing

Complete unit

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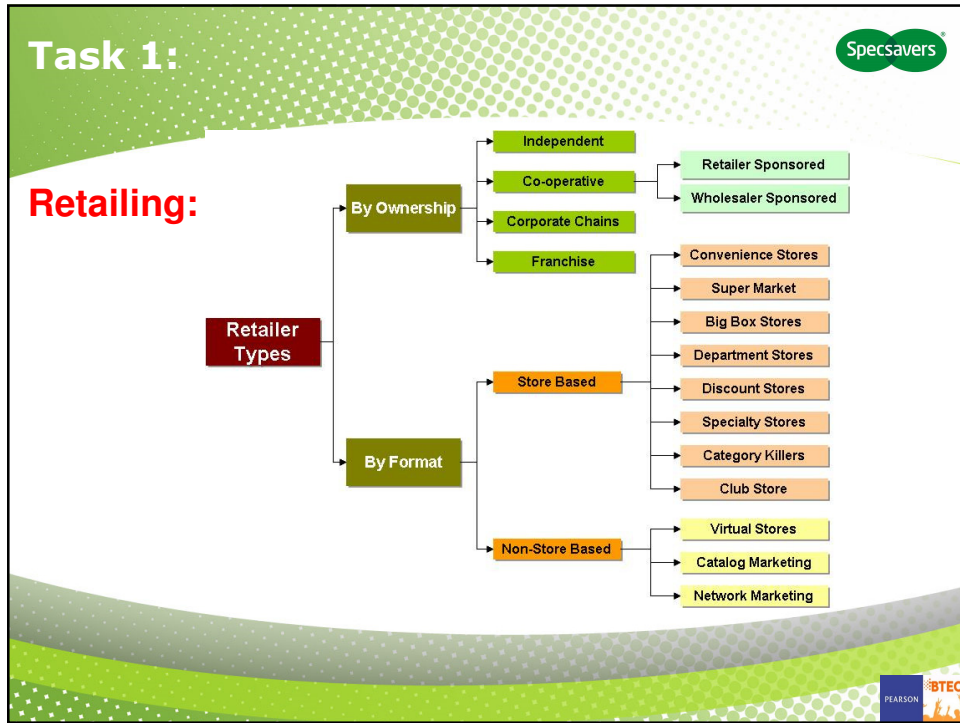
### Task 1:



### Retailing:

**Commercial transaction in which a buyer intends to consume the good or service through personal, family, or household use.**





**Task 1:** Specsavers


**Retailing: Airport Retail.**

A consolidation of retail stores located within a commercial airport. This would not include restaurants and other scattered retail shops along concourses, if not part of a concentrated shopping area.

**Auto Mall.**


A strip center consisting of retail stores aimed at the needs of automobiles such as auto dealerships, oil changes, and auto parts.

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**Task 1:** 

**Retailing: Community Center.**

Has a wider range of facilities for the sale of soft lines (apparel) and hard lines (hardware, appliances, etc.) than the neighborhood center. It is built around a junior department store, variety store, or discount department store as the major tenant, in addition to a supermarket. It does not have a full-line department store, though it may have a strong specialty store. In theory, the typical size is 150,000 square feet. In practice, it may range in size from 100,000 to 300,000 square feet. The community center is the intermediate type of center and is the most difficult to estimate for size and pulling power.



**Task 1:** 


**Retailing: Convenience Center.**

A small strip center that provides convenience goods (food, drug, etc.) and/or services (laundry, cleaners, copying, etc.) for the busy one-stop-shopper.

**Discount Center.**

A center in which a discount store is the major tenant in the development with additional retail space consisting of smaller retail tenants and/or a supermarket. This type of center usually draws a lower socioeconomic group as compared to the off-price center. They are considered part of the Value Retail group of centers.




**Task 1:** 


**Retailing: Factory Outlet.**

A center consisting of manufacturer's retail outlet facilities where goods are sold directly to the public in stores owned and operated by manufacturers. In contrast to factory outlets of the past typically found at the factory sites, today's factory outlet stores are located in mall or center settings and often sell first quality, current season merchandise. Factory outlet malls draw a combination of middle and lower socioeconomic group customers and often include some off-price stores.

**Festival/Entertainment Center.**

A center consisting primarily of food and specialty retailers and entertainment facilities. Many times, the center may be an adaptive reuse or mixed use development and has a heavy concentration of tourist traffic.




**Task 1:** 


**Retailing: Home Improvement Center.**

A center anchored by a home improvement retailer or with a concentration of home improvement/hardware specialty retailers.

**Lifestyle Center.**

An upscale, specialty retail, main street concept shopping center. An open center, usually without anchors, about 300,000 SF or larger, located near affluent neighborhoods, includes upscale retail, trendy restaurants and entertainment retail. Nicely landscaped with convenient parking located close to the stores.




**Task 1:** 


**Retailing: Mixed Use Development.**

A relatively large-scale real estate project with (1) three or more significant revenue-producing uses (e.g., retail, office, residential, hotel/motel, and recreational) which are mutually supporting and developed as a unit; (2) significant functional and physical integration of project components, including uninterrupted pedestrian connections; and (3) development in conformance with a coherent plan.

**Neighborhood Center.**

Provides for the sale of convenience goods (food, drugs, and sundries) and personal services (laundry and dry cleaning, barbering, shoe repairing, etc.) for the day-today living needs of the immediate neighborhood with a supermarket being the principal tenant. In theory, the neighborhood center has a in practice, it may range in size from 30,000 to 100,000 square feet. NRB includes all centers less than 100,000 SF in this category of center type.




**Task 1:** 


**Retailing: Off-Price Center.**

A center consisting of retail stores that offer brand name goods found in conventional specialty and department stores at 20 to 70 percent below manufacturer's suggested prices. The goods found in an off-price store are generally of higher quality than those found at a discount store. Off-price centers draw primarily customers of the middle and middle-upper socioeconomic group.

**Power Center.**


An open strip center with three to five non-traditional, specialty anchors, accounting for more than 75% with a few smaller tenants accounting for the balance.




**Task 1:** 

**Retailing: Regional Center.**

Provides shopping goods, general merchandise, apparel, and furniture, and home furnishings in full depth and variety. It is built around the full-line department store with a minimum of 100,000 square feet, as the major drawing power. For even greater comparative shopping, two, three, or more department stores may be included. In theory a regional center has a 400,000 square feet, and may range from 300,000 to more than 1,000,000 square feet. Regional centers in excess of 750,000 square feet with three or more department stores are considered super regional. NRB includes all centers 300,000 – 749,999 SF in this category of center type.




**Task 1:** 


**Retailing: Strip Center.**

A line of stores often tied together by a canopy over the sidewalk, which runs along the fronts of the stores. A configuration of an open (non-enclosed) shopping center, which may vary greatly in size.

**Super Regional Center.**


Provides for an extensive variety of general merchandise. It is built around three or more major department stores. In theory, a super regional center has a 750,000 square feet; and in practice, this ranges upwards of 1,000,000 square feet. The major anchor department stores generally have a square footage of 100,000 square feet each, includes all centers 750,000 SF and larger in this category of center type.




**Task 1:** 

**Retailing: Theme/Specialty.**


Centers that are quite diverse in thematic format, size, and market orientation but share common features that distinguish them from other centers employ a unifying theme in architectural design which is carried out by the individual shops; anchored by restaurants and entertainment facilities rather than department stores or supermarkets; strongly appeal to tourists as well as local shoppers; and their tenants typically offer unusual merchandise.



**Task 1:** 

**Retailing: Upscale/Fashion Center.**

Is a center comprised of a concentration of apparel shops, boutiques, and hand-craft shops carrying selected merchandise, usually of high quality and high price. A fashion-oriented center may include one or more small specialty department store and gourmet food and food service stores. These centers are most often located in high income areas.



**Task 2:**

**The role of Retailing:**

- **Voortstuwing in de keten**
- **Standaard bedrijfskolom**
- **Bewegingen in de bedrijfskolom**


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**Task 2:**

**Distribution Channels:**

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**Task 2:** 


## Bewegingen/Movements:


**Integratie:** een bedrijf is werkzaam binnen verschillende bedrijfstakken in dezelfde bedrijfskolom. Indien het voorgaande schakels betreft dan gaat het om achterwaartse integratie, bij daaropvolgende schakels voorwaartse integratie. Voorbeeld achterwaartse integratie: een steenfabriek die ook een klei winput beheert (producent + leverancier).

**Differentiatie:** een bedrijf stoot een bedrijfstak in de bedrijfskolom af.

**Parallellisatie:** (of branchevervaging): een bedrijf gaat activiteiten verrichten in een bedrijfstak van een andere bedrijfskolom. Bijvoorbeeld: een supermarkt in een benzinestation

**Specialisatie:** een bedrijf stoot activiteiten af in dezelfde bedrijfstak of branche. Bijvoorbeeld kledingzaak gaat alleen mannenmode verkopen.





**Task 2:** 

## More Movements:

**Dual Distribution** is an arrangement whereby a firm reaches different buyers by employing two or more different types of channels for the same basic product.

**Strategic channel alliances** are a recent innovation in marketing channels, whereby one firm's channel is used to sell another firm's products.





**Task 2:** 

**More Movements:**

Under a ***contractual vertical marketing system***, independent production and distribution firms integrate their efforts on a contractual basis to obtain **greater functional economies and marketing impact** than they could achieve alone.

Contractual systems are the **most popular** among the three types of vertical marketing systems, accounting for about **40%** of all retail sales.




**Task 2:** 


**Major types of vertical marketing systems:**

- corporate
- contractual
- administered

**WHY?**


- environmental factors
- consumer factors
- product factors
- company factors




**Task 3:** 

**Customer Focus:**


The orientation of an organization toward serving its clients' needs. Having a customer focus is usually a strong contributor to the overall success of a business and involves ensuring that all aspects of the company put its customers' satisfaction first. Also, having a customer focus usually includes maintaining an effective customer relations and service program.




**Task 3:** 

**Develop Customer Focus:**

- 1. Evaluate what goods or services you provide to a customer base.**  
Your customer focus ideas are going to hinge on the key products or services that you offer.
- 2. Use customer feedback tools to get information about your customers.**  
One of the essential starting points for developing a customer focus is to get the information that you need to figure out what your customers are like, and what appeals to them.




**Task 3:** 

**Customer Focus:**

**3. Train your employees to offer customer focus.**  
 Another big aspect of developing a customer focus for a business is to make sure staffers understand their roles in approaching the business with a customer focus.


**4. Consider providing customer incentives.**  
 Incentives, whether they are in the form of temporary sale offers, rebates or targeted giveaway programs, are often a major part of customer focus. When business leadership members have identified what customers like, they can use these items to reach out to their base further

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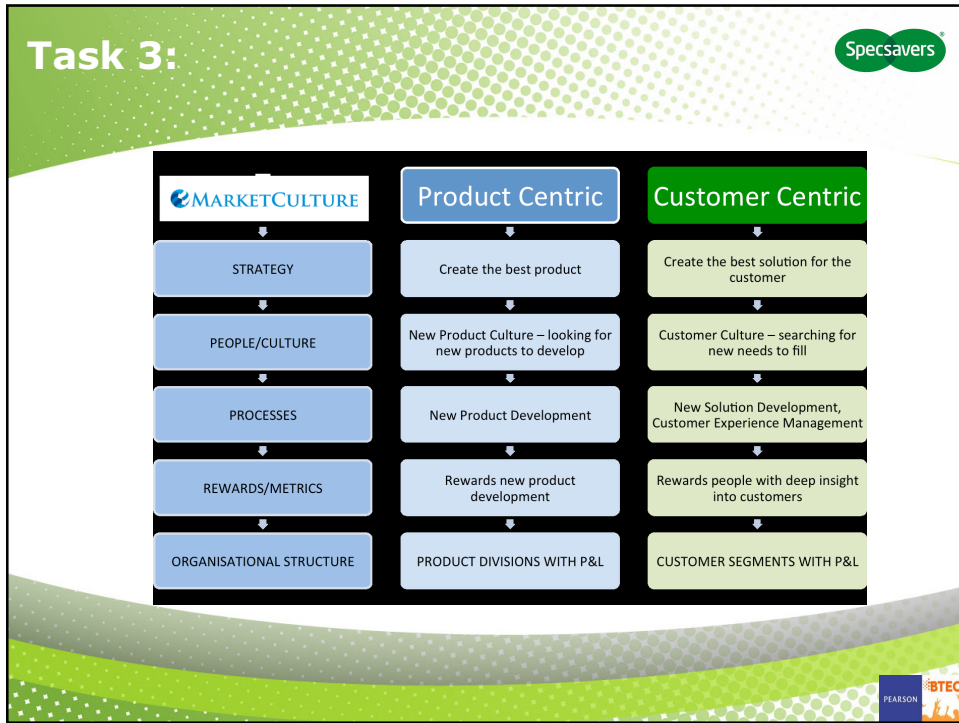
**Task 3:** 

**Customer Focus:**

**5. Work your business copy.**  
 Another recommendation from customer focus is to make all of your business communications and business copy adopt a customer focus tone and outlook. Train your employees to offer customer focus.



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**Task 3:** Specsavers

**CRM**

The diagram illustrates the components of CRM (Customer Relationship Management). A central circle contains the letters 'CRM'. Seven arrows point towards this central circle from the following terms: SUPPORT (top), SERVICE (top-right), ORDERS (right), ANALYSIS (bottom-right), MARKETING (bottom), STRATEGY (bottom-left), and SALES (left).

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**Task 3:** Specsavers

**Selling Skills:**

- Goede contactuele eigenschappen
- Doorzettingsvermogen
- Flexibiliteit
- Enthousiasme
- Overtuigingskracht
- Inlevingsvermogen
- Communicatieve vaardigheden
- Positieve instelling
- Initiatief tonen
- Realiteitszin
- Zelf inzicht en beheersing

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Task 3: 

**Dus niet:**


**Brillenmode “de BLINDE”**

**Jannie Nederig**

**manager**


sorry



Task 3: 

**Personal Selling**

- *Personal Selling*
  - a personalized form of communication in which a seller presents the features and benefits of a product to a buyer for the purpose of making a sale



Task 3: Specsavers

## Sales Process:

```
graph TD; A[1. Prospecting and Qualifying] --> B[2. Preplanning]; B --> C[3. Presentation and Demonstration]; C --> D[4. Negotiation]; D --> E[5. Handling Objections and Questions]; E --> F[6. Closing the Sale]; F --> G[7. Following Up after Closing];
```

Figure 9.5 The Sales Process

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Task 3: Specsavers

## “MOSAIC” & “ACORN”

### Lifestyle Profielanalyse


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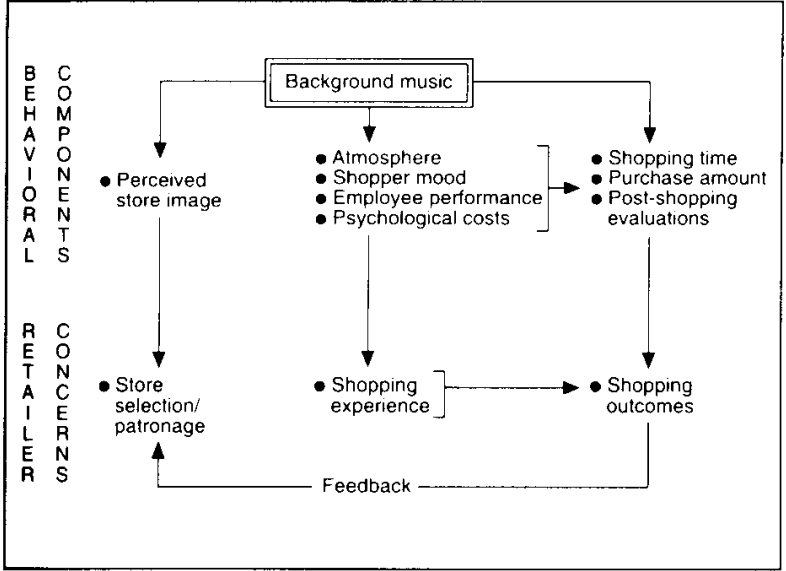


**Task 4:** 

**The retail environment definition** is the overall experience that the retailer provided to the customer. It is believed that the product is no longer the most important aspect of the retail business. Instead, it is the experience that the customer has in your store that will keep them coming back and making future purchases. Your staff must be friendly and helpful, the store must be clean and easy to navigate, items should be clearly priced, and there should be no issues while checking out.

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**Task 4:** 



```

    graph TD
      BM[Background music] --> PSI[Perceived store image]
      BM --> ASMP[Atmosphere, Shopper mood, Employee performance, Psychological costs]
      BM --> STE[Shopping time, Purchase amount, Post-shopping evaluations]
      PSI --> SSP[Store selection/patronage]
      ASMP --> SE[Shopping experience]
      STE --> SO[Shopping outcomes]
      SSP --> SO
      SE --> SO
      SO --> FB[Feedback]
      FB --> SSP
  
```

**BEHAVIORAL COMPONENTS**

- Perceived store image
- Atmosphere
- Shopper mood
- Employee performance
- Psychological costs
- Shopping time
- Purchase amount
- Post-shopping evaluations


**RETAIL CONCERNS**

- Store selection/patronage
- Shopping experience
- Shopping outcomes


Feedback

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## Task 4:



POLITICS	<ul style="list-style-type: none"> <li>Government type and policy</li> <li>Funding, grants and initiatives</li> </ul>
ECONOMY	<ul style="list-style-type: none"> <li>Inflation and interest rates</li> <li>Labour and energy costs</li> </ul>
SOCIAL	<ul style="list-style-type: none"> <li>Population, education, media</li> <li>Lifestyle, fashion, culture</li> </ul>
TECHNOLOGY	<ul style="list-style-type: none"> <li>Emerging technologies, Web</li> <li>Information &amp; communication</li> </ul>
LEGAL	<ul style="list-style-type: none"> <li>Regulations and standards</li> <li>Employment law</li> </ul>
ENVIRONMENT	<ul style="list-style-type: none"> <li>Weather, green &amp; ethical issues</li> <li>Pollution, waste, recycling</li> </ul>




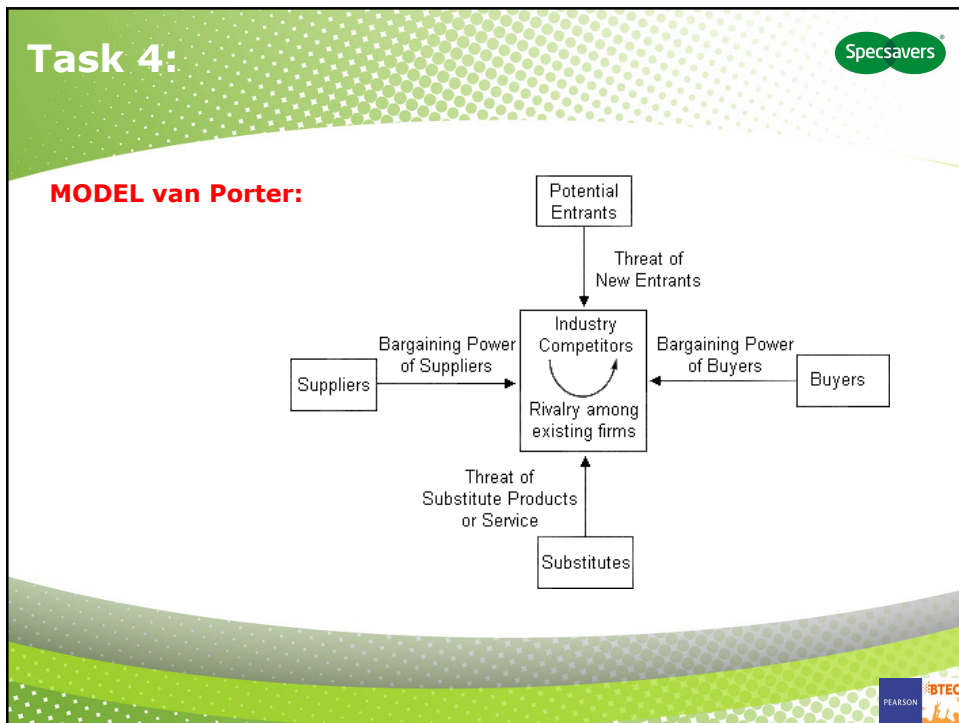
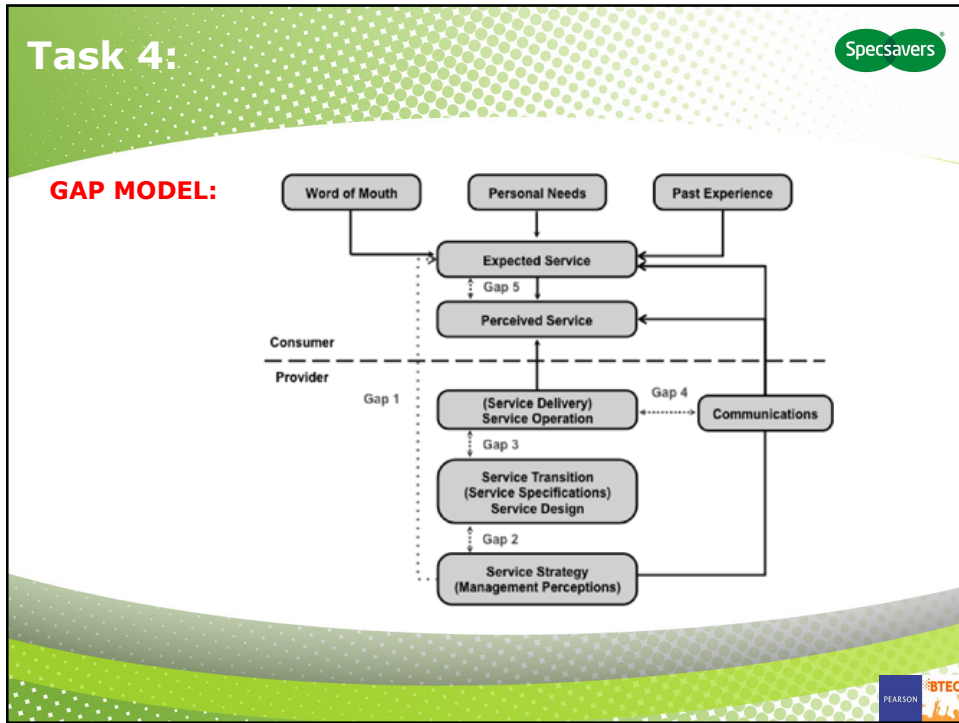
## Task 4:

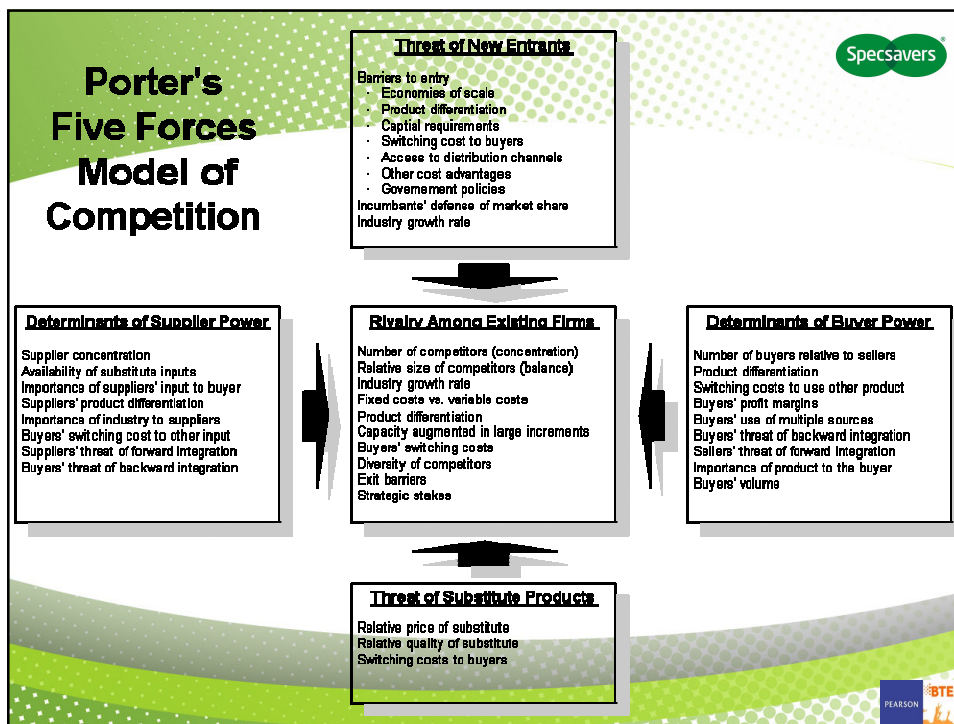


Het **Gap Model** van Service Quality is ontwikkeld door Zeithaml, Parasuraman & Berry om de kwaliteit van de dienstverlening en eventuele tekortkomingen in kaart te brengen. Het bestaat uit de 5 meest belangrijke dimensies van kwaliteit, die door de klanten in een vragenlijst over 22 items ingevuld dienen te worden om zo een goed beeld te krijgen. Deze 5 dimensies van dienstkwaliteit zijn Reliability, Assurance, Tangibles, Empathy en Responsiveness (RATER), en er wordt gevraagd naar zowel de percepties als de verwachtingen ervan.

Het Gap-model focust zich dan op de 5 mogelijke gaps tussen de verwachtingen en ervaringen die de klanten hebben en is dus goed te gebruiken voor een organisatie om de klanttevredenheid te meten.







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**Unit 18:**  
**Understanding Retailing**

Complete unit Finished / Think about the **deadline**

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