Contents

Preface	XIII
ART ONE / INTRODUCTION TO RETAILING MANAGEMENT	
An Introduction to the Retailing System Retailing Mix • Social Forces • Economic Forces • Technological Forces • Competitive Forces • Retailing Defined • The Retailing Structure • Retail Store Classification • Retail Store Characteristics • Summary	3
Retail Methods of Operation In Store Retailing • Nonstore Retailing • Summary	25
Franchise Retailing Definition of Franchise • Types of Franchising Systems • The Franchise Contract • Advantages of Franchising • Disadvantages of Franchising • Checklist of Precautions • Sources of Credit • The Future of Franchising • Summary	49
The Market for Ultimate Consumers The Retailing Concept • Importance of the Consumer • The Market • Market Segmentation • Product Classification • Justification of Product Classification • Other Product Classifications • Services • Demographic Characteristics • Summary	67
	An Introduction to the Retailing System Retailing Mix • Social Forces • Economic Forces • Technological Forces • Competitive Forces • Retailing Defined • The Retailing Structure • Retail Store Classification • Retail Store Characteristics • Summary Retail Methods of Operation In Store Retailing Definition of Franchise • Types of Franchising Systems • The Franchise Contract • Advantages of Franchising • Disadvantages of Franchising • Checklist of Precautions • Sources of Credit • The Future of Franchising • Summary The Market for Ultimate Consumers The Retailing Concept • Importance of the Consumer • The Market • Market Segmentation • Product Classification • Justification of Product Classification • Other Product Classifications • Services • Demographic Characteristics •

PART TWO / CONSUMERS AND BUYING BEHAVIORAL ATTRIBUTES

5 Determinants of Consumer Purchasing Behavior
Theories of Consumer Purchasing Behavior • Motives and
Motivation • Perception • Attitudes • Personality • Learning •
Summary

89

133

6 Cultural and Social Group Influence on Consumer Purchase
Behavior
Cultural Influences • Social Influences • Other Social
Influences • Family Income • Social Classes • Consumerism •

PART THREE / THE RETAIL BUSINESS PLAN

Summary

7 The Retail Business Plan
Benefits of Retail Business Planning • Elements of a Retail
Business Plan • The Retail Business Plan: Warehouse
Carpets, Stateview, Minnesota • Potential Market • Retail
Store Location • Exterior Store Design and Interior
Arrangement • Resources • Equipment and Handling •
Pricing Policies, Strategies, and Tactics • Promotional
Policies, Strategies, and Tactics • Staff and Training • BreakEven and Contribution Margin Analysis • Return on
Investment • Expense Control • Stock Control • Summary

PART FOUR / MARKET OPPORTUNITIES

8 A Retailer's Potential Market
Population Characteristics • Social Considerations •
Economic Factors • Competition • Transportation Facilities •
Primary Trade Area • Secondary Trade Area • Fringe Trade
Area • Starting a New Retail Business • Purchasing an
Existing Retail Business • Sources of Information • Summary

PART FIVE / ESTABLISHING A RETAIL STORE

9 Retail Store Location The Importance of Retail Site Location • The General Trade 179 Area • Traffic Flow and Analysis • Population and Its Mobility • Specific Retail Store Location • Trends in Retail Store Location • Summary 10 Retail Store Design and Interior Layout 205 Retail Store Exteriors • Retail Store Design and Interior Layout • Basic Determinants of Interior Store Design and Layout • Customer Traffic Flows and Patterns • Creative Lighting and Display • Fixtures and Equipment • Summary PART SIX / MERCHANDISE MANAGEMENT 11 Product Line and Resource Determination 235 Duties and Responsibilities of a Buyer • Manufacturers as Resources • Middlemen as Resources • Manufacturers and Middlemen as Resources • Resident Buying Offices • Determination of Product Lines • Determination of Price Lines • Determination of Merchandise Assortment • Resource Aids • Summary

12 Negotiations with Merchandise Resources Discounts and Allowances • Shipping Terms • Price Guarantees • Consigned Merchandise • Exclusivity of Representation • Summary

13 Handling Incoming Merchandise

Advantages of Receiving Efficiency • The Receiving

Department • Sources of Marking Information • Summary

14 Pricing Policies in Retail Merchandising Factors Affecting Retail Pricing Policies • Basic Pricing Policies • Nonprice Competition • Summary	307
PART SEVEN / RETAIL SALES PROMOTION	
15 Promotional Strategies of Retail Merchandising Retail Sales Promotion • Major Forms of Retail Sales Promotion • Sales Promotion Policy and Planning • The Proper Retail Promotional Mix • Truth in Sales Promotion and Advertising • Summary	337
Retail Credit Retail Credit Defined • Purposes of Retail Credit for Retailers • Purposes of Credit for Consumers • Types of Retail Credit • Banks and Other Credit Card Companies • Factors Involved in Decision to Sell on Credit • The Credit Investigation • Promotion of Credit Sales • Collection Policies and Credit Insurance • Summary	363
PART EIGHT / RETAIL PERSONNEL	
17 Management of Retail Personnel Employee Requirements • Recruitment of Retailing Personnel • Selection of Retail Personnel • Employee Training and Development • Employee Evaluation • Compensation Plans for Retailers • Summary	393
PART NINE / FINANCIAL PLANNING AND CONTROL	
18 Financial Planning and Control—Sales, Costs, and Profits The Role of the Accountant • Sources of Credit Borrowing • Sales Analysis • Return on Investment (ROI) • Break-Even Analysis • Summary	429

19 Retail Merchandise Control Systems Basic Purposes of Retail Merchandise Control • The Retail Method (Dollar Control) • Cost Method of Inventory Control • Unit-Control Method • Effects of Merchandise Control on Profits • Rate of Inventory Turnover (RITO) • Summary	451
20 Expense Control and Analysis Classification of Expenses • Expense Allocation • The Expense Budget • Fundamental Store Records • Profit-and- Loss Statement • Benefits of Expense Control and Analysis • Summary	475
21 Control and Analysis of Stock Losses Preventing Employee Theft • Measures to Reduce Shoplifting • Preventing Burglary and Robbery Losses • Other Types of Store Losses • Summary	495
Index	511