**Introduction to Retail**

**September 2021 Examination**

**1. “It is said that Retailing is the business which ensures one stop solution under one roof”, considering the basis normally it requires to open up big stores which is possible with the intervention of Foreign Direct Investment. Describe the role of FDI in retail development and also explain the different challenges to retail sector? (10 Marks)**

**Ans 1.**

**Introduction**

Retailing is just one of the large industries that influence a country's international and economical marketing business. Organizations sell certain services and merchandise to their customers in a business kind. It additionally includes small and large customers by running and developing startup businesses for a particular purpose and business growth. Many variations of this business include automatic vending, direct marketing, and straight selling that affect consumers' requirements differently. The retailing stores have warehouse stores, magazine shops,

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**2. “Retailing is a process of enlightening the consumer experience”. Many brands are existing in the business world, however retail consumer when selecting for a shopping experience considers many factors. Enlist the factors that influence the retail shopper? (10 Marks)**

**Ans 2.**

**Introduction**

Since they give positive feedback that influences the organization's business performance and track record, customer experience plays a significant duty in developing successful businesses. The demands of buying stores are increasing because consumers regularly utilize items in stores. Brands and their high quality are straight altering shareholders' behaviors in business. If consumers are getting pure and soft top-quality products, they will choose brand names for their

**3. The retailing business is made up of lots of challenges and procedural development. The retail companies need to ensure smooth development of consumer experience at regular intervals.**

**a. The corporate strategic plan of Spinneys indicates how to allocate resources across the corporation’s various divisions, such as Spinneys, Spinneys Extra, Spinneys Express, Spinneys Metro, Spinneys Home plus, and One Stop. Each division, in turn, develops its own strategic plan. Describe the steps involved in the strategic planning process? (5 Marks)**

**Ans 3a.**

**Introduction**

Strategic corporate planning is a comprehensive method that assists manage the corporate level and business device for developing and attaining long and short-term goals of the business. Similarly, this procedure assists in specifying the organization's objective behind strategic

**b. In retailing business, the consumers are very apt and apprehension about the pricing of any types of products. Believing and considering the importance, bring out the different types of retailing pricing policies adopted by the retailers to allure the customers? (5 Marks)**

**Ans 3b.**

**Introduction**

Pricing policies are called keystone pricing in specific selling businesses. This strategy aids double the product's and business prices to attain approximately 50% of markup in the industry. Companies utilize the concept of pricing policy to establish the product's demands, worth, costs,