**Retail Store Operation and Inventory Management**

**December 2021 Examination**

**Q1. “The choice of a location is directly related to the success or failure of a retail store”. Do You agree? Explain the steps in selection of location for opening a store by “Shoppers Stop.” which wants to enter in organized retail space with multi brand store. ( 10 Marks)**

**Answer 1.**

**Introduction:**

Retail Multi-brands consists of shops that sell various brands of competing companies all under one roof. Multi-brand retail is one of the fastest growing businesses in the new economy. In addition to Walmart, you will find big bazaar, Reliance, and other chains of retail shops that display multiple emblems. The multi-brand retailing concept basically offers clients services and products from different manufacturers at one location, so they can choose from a range of related or unrelated products. Subsequently, the consumer can visit the multi-logo retail keep, stroll in, Its Half solved only

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**2. “SOMS (Store Operations Management System) helps to generate increased revenues, profit margins and a unique experience to create new customers and retain existing customers.”**

**In light of above statement Explain all the features of proposed system which you would like to incorporate with the help of your team and developers of SOMS. (10 Marks)**

**Answer:**

**Introduction:**

**Store Operations:**

According to the layman, one can think of store operations as the activities or features completed within a shop, and the kind and organization of the store will affect these features. To put it another way, a shop operation includes all the details of how the person is going to perform the process in the store every day. Starting with the choice of a store's region and design is the first step in making the store's operations a success. Then it consists of orders, keeps plans, and

**3. “The purpose of Inventory Control is to help a retail store (The Raymond Shop) to generate maximum profit from the least amount of investment in inventory without affecting customer service levels.”**

**a. In light of above statement critically evaluate the inventory control process of fashion retailer of Fabric and apparel “Raymond”. (5 Marks)**

**Answer:**

**Introduction:**

Inventory is a term used by companies to describe the products, materials, objects, and other things held on hand and maintained by them so they can sell them into the marketplace in order to get revenue. There are several different types of stocks held and maintained by each and every

**b. What are the steps that “Raymond” must perform in order to control inventory effectively. (5 Marks)**

**Answer:**

**Introduction:**

A system of inventory control refers to a procedure for checking the stock or inventory of a store and maintaining the required level of inventory at all times while ensuring the immediate economic interests of a company. Differently, inventory manipulation can be described as a