**Introduction to Retail**

**April 2023 Examination**

**1. “It is said that Retailing is the business which ensures one stop solution under one roof” Considering the fact, discuss the store based retail strategy mix mostly focusing on the food oriented retailers**

**Ans 1.**

**Introduction**

The practice known as retailing is selling the last services and products to every last consumer on a man or woman or family stage. Retailing may be broken down into two classes: to acquire this goal, the only-of-a-type desires of unique customers are matched with the necessities of all manufacturing providers. We regularly want to recognize the significance of the retail industry because its presence is so pervasive in our tradition. The improvement of each financial system and society can be traced back to one of the maximum essential factors: the flourishing

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**2. “Retailing is a process of enlightening the consumer experience” Bringing about the focus on the store-based retail strategy mix, bring about the general merchandise retailers with the help of suitable examples?**

**Ans 2.**

**Introduction**

It's far possible to trace the starting place of the period "retail" back to the French prefix re- and the verb tailer which means “to cut again.” that is where the English word "retail" got here from. It should be familiar to research that the goods a retail shop sells must be chopped up into smaller portions before they may be bought. Distribution refers to the procedure wherein goods are moved from their factor of beginning (the maker) to their very last destination (the customer). To position it in some other manner, retailing includes making

**3a. Direct marketing is an instrumental part of non store based retail strategy. Considering the fact, explain the steps involved in a direct marketing strategy?**

**Ans 3a.**

**Introduction**

The act or business of promoting products or supplying services directly to customers, in preference to wholesalers or vendors, is referred to as retailing. Traditional retailing consisted of the main components of merchandising, which included the presentation of objects for sale

**3b. Retailing progresses when there is continuous opportunity for creativity and Innovation. Considering the fact, if you were in the business of retailing of apparels, describe the different forms of non-traditional methods of retailing that must be taken into consideration?**

**Ans 3b.**

**Introduction**

The majority of the project includes customization. The word "retail" refers to promoting products in volumes that might be considered less significant than wholesale. After buying an item from a wholesaler in a significant quantity, a store will eventually reduce the unit size of the product as much as feasible earlier