**Introduction to Retail**

**December 2023 Examination**

**1. The term 'retail sales by ownership' refers to the basic system or basic format of doing business. In India, around 12 million retail outlets are covered under this format. Under this format, proprietor is responsible for the success and failure of the store. Considering the fact, appraise the different types of retail institution by ownership and also bring about for a company named Papa John's what format must be taken and why do you believe this format would do justice?**

**Ans:**

**Introduction**

Retail sales by ownership check with the essential structure or layout in which businesses operate within the retail area. In India, this format encompasses around 12 million retail outlets, and it places the responsibility for the success and failure of a store squarely on the owner. This essay explores the various types of retail institutions by using possession to examine their traits and implications. Moreover, it'll delve into the suitable ownership format for Papa John's, a renowned pizza chain, elucidating why it might be appropriate and beneficial.

The retail sector is vital to the Indian economy, contributing drastically to employment and overall economic increase. The possession structure of retail establishments plays a pivotal

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**2. Non-store retailing is the selling of goods and services outside the confines of a retail facility. It is a generic term describing retailing taking place outside of shops and stores (that is, off the premises of fixed retail locations and of markets stands). Observing the given situation, distinguish the different types of Non – Store based Retail Strategy Mix & Non – Traditional Retailing. Also, identify which type of non-store-based retail strategy should be adapted by D2C Brands such as Sugar Cosmetics, Boat, Nykaa, etc,**

**Ans:**

**Introduction:**

Non-store retailing is a dynamic and evolving retail industry that sells items and services outside traditional retail centers like stores and stores. It encompasses a broad spectrum of strategies and methods that permit groups to connect to clients via various channels aside from brick-and-mortar establishments and market stands. In current years, technological improvements and shifting customer possibilities have propelled the increase and significance of non-shop retailing. This shape of retailing has revolutionized how groups engage with their target audience and

**3. Price is the most important factor, which generates revenue, while other factors in marketing mix represents cost.**

**a) The retail price is the price that the customers pay for the final product that is sold. These customers do not buy the product to sell it onwards. They buy the product to use it. Demonstrating the given situation, bring about the factors affecting retail price strategy?**

**Ans:**

**Introduction**

In marketing, establishing the right price for a product is an essential determinant of fulfillment. Retail charges, the quantity customers pay for the last effect, significantly influence revenue generation. But, achieving the sensitive balance between a price that generates sales and the value involved is a multifaceted system. This essay delves into the various factors that affect the retail charge strategy, exploring how businesses navigate this panorama to maximize their

**b) In today's competitive retail market, it is more important than ever for retailers to have a clear and well-defined pricing strategy. Developing the concept, bring about the different types of Retail Pricing strategy? Also, bring about which retail pricing strategy is visible in the Croma Electronics showroom selling Television Sets?**

**Ans:**

**Introduction**

The retail market is dynamic and evolving, often influenced by financial shifts, patron behaviors, and technological advancements. As consumer choices become more extensive, so does their capacity to evaluate prices and seek first-class deals. Consequently, retailers should offer quality products and adopt astute pricing techniques to stay ahead in this competitive milieu. Pricing