

# Retail supply chain management essay sample

[Business](#), [Marketing](#)



Block: 1

Unit:

1. Introduction to Retail Supply chain, Supply Chain and Logistics, Elements of Supply Chain and Elements of Logistics, Retail Logistics and Retail Supply Chain, Elements of Retail Supply Chain 2. Category Management: Introduction, Category Management Process, Components of Category Management, Challenges in Category Management 3. Merchandising, Types of Merchandise, Merchandise Hierarchy, Merchandise Forecasting & Forecasting methods, Merchandise Budgeting, Open to Buy Control 4. Assortment Management: Introduction, Assortment Management Framework, Assortment Objectives, Selection, Assortment Plan, Store Clustering

Block: 2

Unit:

1. Retail Pricing, Retail Pricing challenges, Retail Pricing Life Cycle 2. Managing Retail Promotions, Objectives for Retail Promotion, Managing Retail Markdowns, Promotion Management Maturity Model 3. Retail Product Lifecycle Management: Product Design, Private Labels, IT for Retail Product Lifecycle Management, Retail Packaging, Shelf Ready Packaging, Green Design and Packaging 4. Retail Distribution, Retail Replenishment, Direct Store Delivery (DSD), Managing Retail Home Delivery, Measures for Retail Distribution and Replenishment

Block: 3

Unit:

1. Retail Logistics: Retail Transport – Roadways and Railways, Retail

Warehousing, Managing Retail Shrinkage 2. Managing Logistics Service Provider, Managing Logistics Visibility and Exceptions 3. Retail Supplier relationship management: Retail Sourcing, Merchandise Procurement, Global Sourcing 4. Retail Customer Relationship Management: Introduction, Customer service, order management, Multi-channel retailing, Retail return & Reverse Logistics, Retail Loyalty Programmes

Block: 4

Unit:

1. Apparel and Footwear: Understanding the segment, Supply Chain Characteristics, Pre pack planning, Apparel Retailing in India, Apparel Retail Supply Chain Innovations, 2. Footwear Retailing: About the segment and retailing, Jewellery Retailing, Health and Beauty Retailing 3. Managing Supply Chains of different Retail Formats: Types of Retailers, B2C formats, B2B formats, Rural Retail Formats, Airport Retailing, Cooperative Stores, Non store based Retail Formats, Online shopping/ E-tailing 4. Retail Technology: Retail Technology Maturity Model, Bar Coding, RFID, Point of sale solutions, Mobile applications

Block: 5

Unit:

1. International Business and International Trade, Factors affecting international Operations, Key steps in concluding international trade, Globalization, Drivers of Globalisation 2. Introduction to tariffs, subsidies, Import quotas, Restrictions to trade, Anti-dumping policies, Multi-fibre Arrangement, GATT, World Trade Organisation 3. Foreign Trade Policy:

Special Focus Initiatives for Handlooms, Gems & Jewellery and Leather & Footwear, Salient features with respect to Textiles and Gems & Jewellery 4. Special Economic Zones: Introduction, Facilities and Incentives offered to SEZs, SEZ Act 2005 & SEZ rules 2006 – Salient features

Block: 6

Unit:

1. International Procurement, Centralized and decentralized procurement, choice of system, Make or Buy decision, 2. International Distribution: Distribution channels, choice of system, Use of intermediaries, Agents and Distributors – choice of agents, Agency contracts 3. International Pricing, International Pricing Approach, Export Strategy under varying currency conditions, Parallel Imports, INCOTERMS 4. International Marketing: Introduction, Factors affecting International Marketing, Global Marketing strategies, Global market entry strategies

Block: 7

Unit:

1. International Commercial Documents, Introduction and uses, formats of the documents 2. Shipping: Introduction to Cargo, Ships/ Vessels, Types of Vessels, Container Ships 3. Ports: Introduction, Types of Ports, Major ports of India, Dry Ports 4. International Air Transport: Introduction, Types of Aircrafts, Cargo Airlines, economic impacts of air transport

Recommended Books:

1. Supply Chain Management for Retailing – By Rajesh Ray (Published by Tata McGraw Hill Education Pvt. Ltd.)
2. International Logistics: The management of International Trade Operations – By Pierre David, Richard Stewart (Cengage Learning)
3. International Business: Environment and Management – By V. K. Bhalla, S. Shiva Ramu (Anmol Publications Pvt. Ltd.)
4. International Business – By Roger Bennett (Pearson Education)
5. Global Supply Chain Management and International Logistics – By Alan E. Branch (Taylor and Francis)
6. International Business: Competing in the Global Marketplace – By Charles W L Hill, Arun K Jain (Tata McGraw-Hill Publication)
7. Retail Supply Chain Management: Quantitative Models and Empirical Studies – By Narendra Agrawal; Stephen A. Smith
8. Retail Supply Chain Management – By James B. Ayers; Mary Ann Odegaard (Auerbach Publications)
9. Supply Chain Management in the Retail Industry – By Michael H. Hugos; Chris Thomas (Publisher: John Wiley & Sons)
10. Supply Chain Management: Strategy, Planning and Operation – By Sunil Chopra; Peter Meindl, D. V. Kalra (Publisher: Pearson Education)