Course Objectives

This course seeks to introduce participants with the basic concepts, tools, and principles for marketing and managing a retail operation. Retail decisions such as target market, retail concept, merchandising and sourcing, pricing and mark-up, store location, store design and layout, retail promotion, staffing and customer service, and security will be examined. The challenges facing the retail industry in Asia will also be covered.

Students are encouraged to examine retailing from an entrepreneurship perspective and they are encouraged to explore the challenges involved in starting a new retail operation. The group project in this module will largely require this perspective.

Topic Areas

Definition and basic considerations in retail management. Retailing in Singapore and Asia.
Types of retail operation and marketing.
Strategic planning and marketing in retail management.
Customer analysis and targeting.
Location decisions in retail management.
Customer management in retail.
Financial management in retail.
Human resource management in retail.
Logistics, supply chain management and information management in retail.
Merchandise management in retail.
Pricing and communication in retail.
Store management in retail.
Evaluation and control in retail management.

Required Text

Assessment

Individual attendance and participation – 25%
End of term test – 20%
Individual case assignment – 20%
Group project on proposal to start a new retail business in Singapore – 35%