

Welcome students.

The program is Bachelor of Commerce.

Second year subject is commerce

Semester 3rd and the title of

the paper is retail management.

The title of the unit is retail formats,

module number or the name of the

module is types of retail stores.

On the basis of merchandise offered.

My self or whether they say

assistant professor in Commerce,

Government, College of Arts,

Science and Commerce at Sanquelim Goa.

The outline of the today's

particular type of

retail stores on the

basis of merchandise offered,

which are consist of four types of stores.

They are convenience stores,

supermarkets,

hypermarkets and malls.

So the learning outcomes students

were able to enlist various types

of retail stores or the formats on

the basis of merchandise offered,

understand the concept clearly

with the help of the examples.

So the merchandise offered is consist

of four types of their merchandise

is first one is a convenience store,

second one is a supermarkets.

Third one is a hypermarkets

and 4th one is a malls.

So let's begin with the first point.

That is a convenience store.

Convenience store is a small retail business

with a range of everyday products which

we are using in our day-to-day life,

which is located in busy roads and

provides fast services to their customers.

In purchasing of the products.

This convenience stores are

also known as Corner Shops,

party stores and see stores.

The convenience store,

as the name suggests,

it is very convenient to the

customers in purchasing the product.

Convenient place of purchasing to

the customer which is very helpful

for the people to go through there

and purchase any type of product.

It also provides an employment

opportunities to the people who are

working in that convenience stores

for examples like Reliance Fresh,

sparse Spencers etc.

B1 is supermarkets.

Supermarkets provides fresh fruits,

vegetables and all dairy products so

that people can go easily in that

supermarket and purchase their product

without wasting anytime outside.

It also provides with adequate parking facilities, so which is very convenient for the customer to park the particular vehicle and go and purchase any type of product.

The products are properly packed and placed on the separate wrecks so that people will be able to see that and purchase very frequently.

Products are placed as per the customer's preferences.

As for the customers, need products are immediately picked.

It provides large variety of items under the same roof under the same roof.

They are giving number of variety of items which is very helpful for the customer in purchasing the product.

For examples like Big Bazaar or King Scoopers etc.

Then third type is a hypermarkets.

Hypermarkets are the combination of supermarkets plus the departmental stores that all the products are situated or divided into departments so that people can go or the customers can go and purchase the product in that particular section.

It also provides full range of products within one store.

It offers the services like clothing, electrical products, banking facilities so that people can.

Want to purchase an electrical products?

They are also providing some demo to the customers so that they are frequently asking the question and the problem is solved in purchasing any type of product.

Then it also helps in greater purchasing power to their customers.

The power of their customers are

very high in order to purchase

that particular product and use

the particular product.

Basically in the case of

Electrical products,

for example like Walmarts Fred Meyer

and Super Kmart then the fourth one.

Is malls, as we all know,

that how the mall consists of.

Basically it is located in Metro

areas or urban areas and people

are very much fond in going to

the mall so that everything is

available under the one roof and

it is like a entertainment purpose

which is available to the customers.

So mall allows the people to access

more than one shop because malls

are always divided into different

floors or different sections.

So people can go directly and

purchase any type of product.

Or they can see that this product

is suitable for them or not.

A large retail complex containing variety

of stores as we know that in the mall

different types of branded products

are available starting from the utensils,

clothes or any type of a product or

the customer wants to go and purchase it.

It is a large group of buildings containing

various different types of shops.

The buildings are also very large

'cause all the products are located

on each and every floor,

so people can directly go

there and purchase the product.

They can also see that how the product

look likes and also take the some

references from the particular guidelines

from the particular shopkeepers.

It also includes merchandise jewellery sets,

an electrical products which also provides some demo things to their customers.

So that people are having any doubt in the mind in purchasing that particular product that how to use the product.

What are these advantages?

How paying systems should be there, whether it should be in the credit purpose, or whether it should be in the normal price, so that is also being asked to the people and the queries are being solved.

Then the families mostly arrives for their weekly shopping in the mall.

Why?

'cause they think that it's an enjoyable place?

Because in the malls it consists of a taters mini theaters so that anytime they want to purchase the product they can go purchase it and as entertainment purpose they can roam here and there or watching some movies so that they

can spend the time because of that

families basically arrive for their

weekly shopping for examples like

Z Square Mall or Inorbit Mall.

These are the very famous malls.

Which provides number of

facilities to their customers.

Now we have seen different

types of activities starting

from the convenience stores,

supermarkets,

hypermarkets and the malls which are

basically each and everything is

very important for their customers.

Nowadays customer prefers to basically

go in the mall or maybe in the

supermarket so that everything will

be available on one place and the time

is saved and also the energy is saved.

So these are some references which

are being taken from the Wikipedia

as an Investopedia so that this

concept can be thoroughly explained.

Or knowledgeable to each and every student.

Basically,

this all consists of merchandise

which are being offered,

which is day to day life,

which is very important in our circumstances.

So people can go purchase it.

The merchandise are basically the

goods which are being purchased

by the particular customers as per

their preferences as per their

needs and as per their taste which

is very important to purchase it.

So nowadays people are going

mostly in the malls, supermarkets,

hypermarkets or convenience

store as we all know that.

The malls or supermarkets are located

in urban areas which the people can go

and purchase it because it requires

a lot of square meters of areas,

a lot of ample parking facilities.

So because of this this is

classified under the merchandise

offer which consists of four parts.

There is a convenience store,

- hypermarkets, supermarkets and malls

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