

RETAIL FORMATS

MODULE - II

CHAPTER - 2

Store Based Retailers

On the Basis of form of ownership

1. **Independent retailers** – one who owns and operates only one retail outlet.
 - Passed from one generation to another
 - E.g. *baniya, kirana stores, panwala*



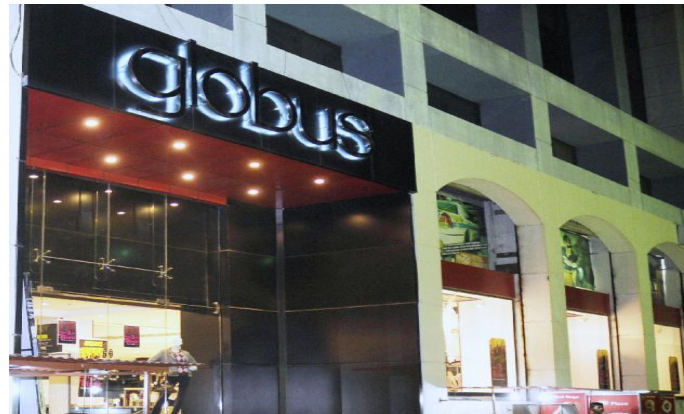




Chain retailer

globus

- 2. – two or more outlets are under a common ownership
- Stores offer similarity in products, ambience, advertising, promotions etc.
- E.g Globus, Planet M, Arrow, Louis Phillipe.



Franchise

a contractual agreement between the franchiser and the franchisee, which allows the franchisee to conduct business under an established name and as per a particular business format.

e.g. Pizza Hut, Mc Donald's, Monginis Dominos



Leased Departments

A leased department is a space within a store leased to a third party. The entity that leases the space typically runs the space as a separate business from the host store. The leased department may either have independent ownership or represent a co-branding effort with the host department store.

For the company leasing the space, the arrangement provides an infrastructure of amenities without having to invest large sums of money.

Conveniences such as parking, restaurants and other facilities are an incentive that the owner of the leased department can use to attract customers.

Also termed as **shop-in-shops**

Consumer Co operatives

These stores are formed by consumers who join together and manage the business. The consumers contribute capital for the purchase of goods directly from the producers in large quantities and sell them to its members or outsiders of a reasonable profit. the profit of the store is retained among the members in proportion to their capital.

E.g Sahakari Bhandar, Apna Bazar, Kendriya Bhandar.



On the basis of merchandise offered

1. **Department store** - Department stores usually sell products including clothing, furniture, home appliances, toys, cosmetics, gardening, toiletries, sporting goods, [do it yourself](#), paint and hardware and additionally select other lines of products such as food, books, jewelry, electronics, stationery, photographic equipment and baby and pet needs.

Departmental Store --- Contd

1. One can shop for any number of needed items in one place, saving time and money.

E.g. Akbarally's, Shopper's Stop, Westside



2. **Convenience Stores** – small stores, located near residential areas. They offer limited line of products like milk, bread, grocery, beverages

3. **Supermarkets** - A **supermarket**, a form of [grocery store](#), is a [self-service store](#) offering a wide variety of [food](#) and household [merchandise](#), organized into [departments](#). It is larger in size and has a wider selection than a traditional grocery store, also selling items typically found in a [convenience store](#), but is smaller and more limited in the range of merchandise than a [hypermarket](#) or [superstore](#).

The supermarket typically comprises [meat](#), fresh [produce](#), [dairy](#), and baked goods departments, along with shelf space reserved for [canned](#) and packaged goods as well as for various non-food items such as household cleaners, [pharmacy](#) products and [pet](#) supplies.

4. **Hypermarkets** - huge retail stores. They offer both food and non-food items such as clothes, jewellery, sports equipments, books, electronic goods etc. they offer products at cheap prices.

e.g. Big Bazaar, Giant, D-Mart, Reliance Mart, option





5. Speciality Stores – they offer a narrow product line with a deep assortment.

A store that sells only one kind of merchandise

A specialty store is a shop, usually retail, that offers specific and specialized types of items. These stores focus on selling a particular brand or a particular type of product. For example, a store that exclusively sells cell phones or video games would be considered specialized.

e.G Park Avenue, Mom & Me, Reebok, Living Room,

6. **Factory Outlets** – A retail store that sells discounted price items that are irregular, outdated or have been produced in excess quantities. A factory outlet store specializing in selling goods from a particular business might be located in physical proximity to its manufacturing facilities or in association with other factory outlet stores.

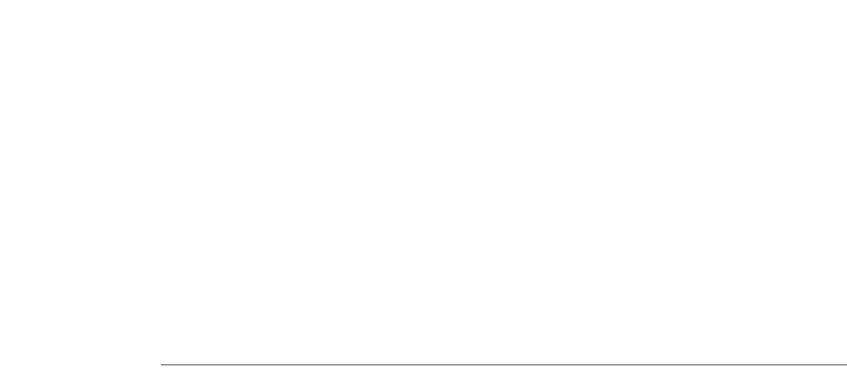
e.g. Bata, Raymond Peter England, Cambridge

7. **Multi Brand Outlets** - also known as category killers.

e.g Vijay Sales, Nallis, Sony Mony , E-zone, Croma.

8. Shopping malls – arrangement of retail stores under one roof. These malls provide the right mix of shopping, eating joints and entertainment. They have introduced the concept of fun and joy while shopping.

e.g Inorbit, Atria, Nirmal Life Style, R- Mall, Infinity, Oberoi, Phoenix market city etc.







Non- store retail formats

- Direct marketing – personal selling, Network marketing
- Telemarketing
- Mail order
- Vending machine
- e-tailing/ e-commerce