

1. Record Nr.	UNINA9910458778003321
Titolo	Encyclopaedia of retail chain management . Vol. 1 [[electronic resource]] / / editor Shehzad Ahmad
Pubbl/distr/stampa	Mumbai, : Himalaya Pub. House, 2009
ISBN	1-282-84878-X 9786612848780 1-4416-6190-5 93-5043-937-9 600-00-2828-8
Descrizione fisica	1 online resource (909 p.)
Collana	Encyclopaedia of retail chain management
Altri autori (Persone)	AhmadShehzad
Disciplina	658.82
Soggetti	Franchises (Retail trade) Retail trade - Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Vol 1 Cover; CONTENTS; INTRODUCTION; SIGNIFICANCE OF RETAILING; CHAIN STORES; HISTORICAL BACKDROP; LOGISTICS OF RETAILING; DEVELOPING PRODUCTS; GOODS DISTRIBUTION; RETAIL METHODS; BIBLIOGRAPHY; Vol 2 Cover; COVER; CONTENTS; RETAILING AND WHOLESALING; SUPPLY NETWORK; BIBLIOGRAPHY; Vol 3 Cover; COVER; CONTENTS; THE FORECASTING; DETERMINATION OF PRICE; STOCK ASSORTMENTS; CONTROLLING STOCKS; THE PROFIT; SYSTEM OF BOOK-KEEPING; MARGIN PERCENTAGES; MOVEMENT OF MERCHANDISE; STRATEGY OF MARKETING; POWER OF CONSUMER; BIBLIOGRAPHY
Sommario/riassunto	Business world is growing fast. Today, retailing is one of the fastest-growing segments of economy. As one of the nation's largest employer, the retail industry provides excellent business opportunities. Brand identity becomes important for the success of a business and building brand identity becomes easier, if a retailer opens up multiple outlets. A business chain is a network of physical business locations, which all provide similar services of products, and share a brand. A retail chain is a types of business chain. All units inevitably share some

