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| Descrizione fisica      | 1 online resource (909 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Collana                 | Encyclopaedia of retail chain management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Altri autori (Persone)  | AhmadShehzad                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Disciplina              | 658.82                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Soggetti                | Franchises (Retail trade)<br>Retail trade - Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| 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 degree of central management, supply chain |

