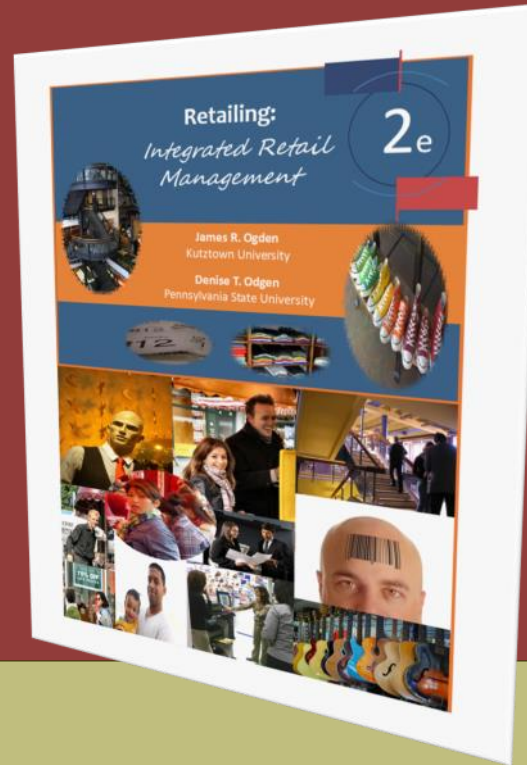


Lecture Guide

for

Ogden & Ogden

*Retailing:
Integrated Retail Management 2e*



- 650 Slides
- Written by the textbook authors
- Use as flash cards for terminology & concept review
- Use for notes during instructor lectures
- Available as PDF files by Chapter
- Affordable: \$5.95



Sample Pages Follow

Members in the Channel of Distribution (continued)

- Ultimate Consumer or End Users
 - families, individuals, and/or households that plan to consume the products of services themselves
 - Can be
 - Organizations
 - Individuals
 - Families



Selecting Channels for Today's Customers

- Brick and mortar
- E-tailing
- Catalogs
- Television
- M-commerce
- Email
- Direct marketing
- Vending Machines
- Kiosks



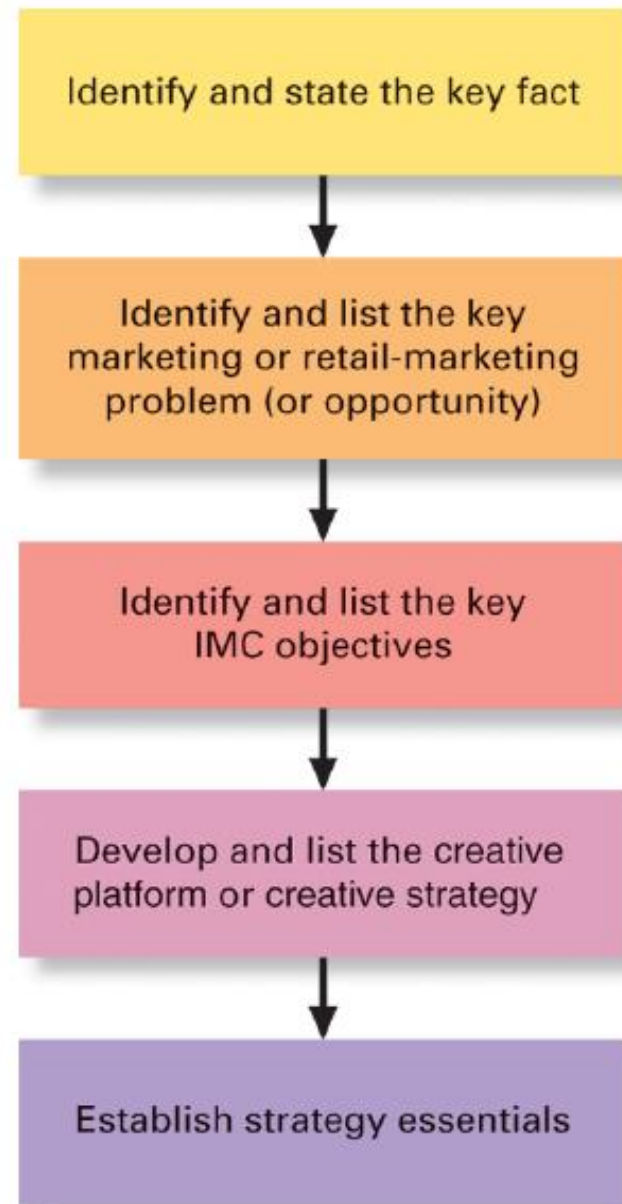
Objectives

- Define target customer group.
- Describe the processes involved in selecting a retail market and site.
- Analyze a retail trading area.
- Discuss the various types of sites available to retailers.
- Explain the difference between a planned and an unplanned shopping district.
- Describe the various characteristics that influence a retailer's site selection.

Cost Equations

- Total cost = Total fixed cost + (Unit variable cost per unit of sales activity * Total sales activity).
- High-Low method - compares the fluctuations in total cost at the highest and lowest levels to the highest and lowest levels of sales volume activity
- A cost equation can be used to estimate total costs at any given level of units sold

The Overall IMC Strategy



Development of Service Policies

