Objectives:
1. Provide students with a modest awareness of what lies ahead for Distribution and retailing.
2. Enable students to become good retail planners and decision makers who adopt to change.

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Unit-I
Introduction: Meaning, nature, scope, importance, growth and present size of distribution and retail industry. Career in retailing and distribution, Future of retailing and distribution in India. Distribution channels - concept and role; types of distribution channels; Factors affecting choice of distribution channel; Retailer and wholesaler; Physical distribution of goods, Transportation; Warehousing; Inventory control; Order Processing.


Unit-II
Types of Retailing: Stores classified by owners; Stores classified by merchandising categories; Wheel of retailing; Traditional retail formats vs. modern retail formats in India; Store and non-store based formats; Cash and carry business - Meaning, nature and scope; Retailing models – Franchiser franchisee, directly owned; Wheel of retailing and retailing life cycle; Co-operation and conflict with other retailers.
Unit-III
Management of Retailing Operations: Retailing management and "the total performance model; Functions of retail management; Strategic retail management process. Retail planning - importance and process; Developing retailing strategies,

Unit-IV

Reference:
1. Retailing Management – Swapna Pradhan
2. Channel Management & Retail Management – Meenal Dhotre
3. Retail Management – Gibson Vedamani
4. Marketing Management – Kotler Philip
5. Physical Distribution & Logistics Management – Dr. Subhash Bhave