



RETAIL FORMATS

- Business models in Retail
- Classification of Store based Retail
- Classification of Non Store based Retail

CLASSIFICATION OF STORE-BASED RETAILER

Food-oriented Retailers

- Convenience store
- Conventional supermarket
- Food -based superstore
- Combination store
- Box (limited line) store
- Warehouse store

General Merchandise Retailers

- Specialty store
- Variety store
- Traditional department store
- Full –line discount store
- Off-price chain
- Factory outlet
- Membership club
- Flea market

CONVENIENCE STORES

- Relatively small stores located near residential areas
- Open for longer hours seven days a week
- Offer limited line of convenience products like groceries
- **Size of these stores are not more than 2000 to 8000 sq ft**
- Speedy check out
- Our local kirana store



CONVENIENCE STORES

- Retail mushroomed up at the petrol pumps
 - HP Speed Mart
 - In & Out



CONVENIENCE STORE STRATEGY MIX

Location:
Neighborhood

Prices:
Average to
Above average

Merchandise:
Medium width
and low depth
of assortment;
average quality

Atmosphere and
Services:
Average

Promotion:
Moderate

SUPERMARKETS

- Large, low cost, low margin, high volume self service operations, designed to meet the need for food groceries and other non food items
- **Selling area is between 2500 sq m to 20000 sq m**
- In India is the fastest growing business formats



SUPERMARKETS

- Supermarkets in India
 - Nilgiri's (South India)
 - Food world (Karnataka)
 - Star Market -TATA & TESCO
 - Dmart
 - Reliance Smart Bazaar stores



SUPERMARKET STRATEGY MIX

Location:
Neighborhood

Prices:
Competitive

Merchandise:
Extensive width and depth
of foods & groceries, FMCG
assortment;
average quality;
manufacturer,
private, and generic brands

Atmosphere and
Services:
Average

Promotion:
Heavy use of
newspapers, flyers,
and coupons

FOOD BASED SUPERSTORES

- Large stores, low cost, low margin, high volume, self service operations, designed to meet the need for food groceries and other non food items
- **Selling area is between 5000 sq m to 50000 sq m**
- Offers both private labels and national brands
- Merchandise mix has large width and dept of food and non food items



FOOD BASE SUPERSTORE



With the all-new concept, Food hall the urban Indian consumer who wants to experiment with both imported food items like wines and chocolates, and grocery regulars like exotic spices and organic lentils.

Flavoured cottage cheese with *ajwain*, *jeera* and chilli and special flour like diabetic *atta*, with multigrain, etc. are some of Food Hall's offerings



The **10,000 sq ft** store houses a live kitchen and a bakery, a dedicated fresh fruits and vegetables section and a separate area for dairy products, cereals and processed foods.

FOOD BASE SUPERSTORE



Food Bazaar

- Replicates the local market to provide the touch and feel factor of the local bazaar
- Termed as discount superstore
- Products being sold below MRP
- Merchandise mix is a variety of daily items like staples, soaps and detergents, oils cereals, private labels are an integral part

Reliance Fresh

- Sells fresh fruit, vegetables, besides staples
- Company focuses is to source directly form the farm gate thus avoids middle men, there by passing on the savings to the farmer, the end customer and the shareholder
- Hence we have fruits from Himachal Pradesh, sugar from Andhra Pradesh and Maharashtra, Potatoes from Bihar and UP



FOOD BASED SUPERSTORE MIX



FOOD BASED SUPERSTORE STRATEGY MIX

Location:

Community shopping
center or isolated site

Larger store

Merchandise:

Full grocery plus fill-in
general merchandise

Prices:
Competitive

Atmosphere and
Services:
Average

Promotion:
Heavy use of
newspapers, flyers



COMBINATION STORE/HYPER MARKET

- Large stores, low cost, low margin, very high volume, self service operations, designed to meet the most of the needs from food groceries, electronics, hargoods, soft goods, toys, stationary, clothing and other non food items
- Selling area is between 20000 sq m to 100000 sq m
- Offers both private labels and national brands
- Services also offered as garment alteration, grinding of flour etc.
- Also harbors eateries, deli, bakery etc.





Hypermarket is a superstore combining a supermarket and a department store.

The result is an expansive retail facility carrying a wide range of products under one roof, including full groceries lines and general merchandise.

In theory, hypermarkets allow customers to satisfy all their routine shopping needs in one trip







COMBINATION STORE/HYPER MARKET STRATEGY MIX

Location:

Community shopping center
or isolated site

Prices:
Competitive

**Atmosphere and
Services:**
Average

Merchandise:

Full assortment plus health
and beauty aids and
general merchandise

Promotion:
**Heavy use of
newspapers, flyers**

Big Box Food Retailer



Typical characteristics include the following:

Large, free-standing, rectangular, generally single-floor structure built on a concrete slab.

The flat roof and ceiling trusses are generally made of steel, the walls are concrete block clad in metal or masonry siding.



....Big Box Food Retailer – Supercenter...

Supercenters are 150,000 to 200,000 sq. ft stores that combine a superstore and a full-line discount store. In countries where space is at a premium, such as the United Kingdom, the relevant numbers are smaller and stores are more likely to have two or more floors.

The supercenters sell groceries at low prices to build store traffic.

By offering broad assortments of grocery and general merchandise under one roof, supercenters provide a one-stop shopping experience.

Big Box Food Retailer

Warehouse Club is a retailer that offers a limited assortment of food and general merchandise with little service at low prices to ultimate consumers and small businesses.

Stores are large (about 100,000 sq. ft) and located in low rent districts.

Along with low-cost locations and store designs, warehouse clubs reduce inventory holding costs by carrying a limited assortment of fast-selling items.

Typically members must pay an annual fee of \$25 to \$35.

WAREHOUSE CLUB STRATEGY MIX

Location:
Isolated store or
secondary site

Prices:
Very Low

Merchandise:
Moderate width and
poor depth of
assortment; bulk package
Sizes; low continuity

Atmosphere/ Services:
Very low

Promotion:
Little;
some direct mail

METRO Cash & Carry is an international self-service wholesale retailer.





METRO Cash & Carry is different from B2C retail chains (such as Walmart, Carrefour or Tesco) in that its business concept is targeted towards professional customers rather than end consumers.

The cash-and-carry concept is based around self-service and bulk buying.

METRO Cash & Carry serves to registered customers only.

Core customer groups are hotels, restaurants, caterers, traders and other business professionals.





Sam's Club is a chain of membership-only retail warehouse clubs owned and operated by Wal-Mart Stores, Inc., (1983).

Locations typically range in size from 70,000–190,000 sq ft with an average club size of approximately 133,000 sq ft



COSTCO
WHOLESALE



