

Recent Advances in Retail Marketing

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Introduction

Retailing today is the fastest growing sectors in the global economy and is under transition phase; not only in South Asian countries like India and China but throughout the world. The increased acceptability of organized retailing in the country is mainly because of the consumers' changing behavior. Changing lifestyles and favorable demographic patterns fueled the growth of organized retailing in the country. Digitization, New formats, customer interaction, operational excellence etc., are the major areas which are advancing and creating new trends.

About the Programme

This programme focuses on learning recent advances in retail marketing with due focus on impact of online retailing, digitization etc. The participants will learn how to make necessary functional and managerial changes in order to catch up with the changing retail market place. The program also aims to provide a broad understanding of contemporary approaches to growing business and will also focus on 'cutting edge' issues concerning retail marketing. The programme focuses on the critical retail components required to compete in India. This hand-on programme helps you to explore leading retail practices to create and sustain competitive advantage in Indian markets and beyond.

Program Content

- Emerging Challenges and online retailing in India
- Exploiting Customer and Market Information
- Identifying and analyzing new formats
- Customer Oriented Growth Strategies for Indian Markets
- Enhancing Market Orientation
- Sales Promotion channels
- Retailing skills

Target Group

This program is of great interest, if you are a senior executive, entrepreneur, and marketing professional who are responsible for developing and implementing marketing strategies, both domestically and globally. It is designed for Indian domestic companies and Multinational companies seeking to penetrate further into Indian and markets.