

Retail Outlets: Forms And Classifications

M.Hemanathan¹, S.Kumaresan², A.Praveen Kumar³

^{1,2,3} Students of III B.Com Professional Accounting, Dr. N.G.P Arts and Science College (Autonomous), Coimbatore

Abstract- An important aspect of the current economic scenario in India is the emergence of organized retail. Retailing fulfils the needs and wants of customers. Retailing deals with rich, middle and poor classes. Daily needs are readily available in the retail shops. So we are trying to classify the different forms of retail outlets.

Keywords- Retail, Kirana Stores, Kiosks, Hypermarket

I. RETAILING

Retail is the process of selling consumer goods or services to customers through multiple channels of distribution to earn a profit. Retailers satisfy demand identified through a supply chain. The term "retailer" is typically applied where a service provider fills the small orders of a large number of individuals, who are end-users, rather than large orders of a small number of wholesale, corporate or government client. Shopping generally refers to the act of buying products. Sometimes this is done to obtain final goods, including necessities such as food and clothing. Sometimes it takes place as a recreational activity. Recreational shopping often involves window shopping and browsing: it does not always result in a purchase.

FORMS OF RETAIL OUTLETS

1. ORGANISED RETAIL OUTLETS

Organised Retail refers to the set-up of any retail chain supported by a well-defined Supply Chain which usually has a small number of middlemen when compared to the unorganized sector.

2. UNORGANISED RETAIL OUTLETS

“Unorganized retailing” is defined as an outlet which is run locally by the owner or the caretaker of a shop who lacks the technical and the accounting standardization. The supply chain and the sourcing are also usually done locally to meet the local needs.

TYPES OF ORGANISED RETAIL OUTLETS

1. DEPARTMENT STORES:

Department stores sell a wide range of merchandise that is arranged by category into different sections of the physical retail space. Some department store categories include shoes, clothing, beauty products, jewellery, housewares, etc. Examples of department store retailers Walmart, Big Basket etc.,

2. DISCOUNT STORES:

Discount stores also offer a huge range of products to the end-users but at a discounted rate. The discount stores generally offer a limited range and the quality in certain cases might be a little inferior as compared to the department stores.

Wal-Mart currently operates more than 1300 discount stores in United States. In India Vishal Mega Mart comes under discount store.

3. SUPERMARKET:

A retail store which generally sells food products and household items, properly placed and arranged in specific departments is called a supermarket. A supermarket is an advanced form of the small grocery stores and caters to the household needs of the consumer. The various food products (meat, vegetables, dairy products, juices etc) are all properly displayed at their respective departments to catch the attention of the customers and for them to pick any merchandise depending on their choice and need.

4. HYPERMARKET:

It is larger than a super market, sometimes with a warehouse appearance and generally located in quieter parts of the city. These stores offer vast choice at low prices and also include services such as cafeterias. For example: Big Bazaar.

5. SHOPPING MALL:

An enclosure having different formats of in-store retailers, all under one roof is termed as a shopping mall. This type of a format is gaining importance these days. The benefit of this type of format is that different shops are located close to each other, thus enabling convenience of shopping.

6. SPECIALITY STORES:

Speciality store would specialize in a particular product and would not sell anything else apart from the specific range. Speciality stores sell only selective items of one particular brand to the consumers and primarily focus on high customer satisfaction.

7. WAREHOUSE STORES:

A retail format which sells limited stock in bulk at a discounted rate is called as warehouse store. Warehouse stores do not bother much about the interiors of the store and the products are not properly displayed.

8. ELECTRONIC RETAILING:

Electronic retailing (also called e-tailing and Internet retailing) is a retail format in which the retailer and customer communicate with each other through an interactive electronic network. The customer places orders directly through the interactive network or by telephone, after which the goods are then delivered to the customer's address.

II. TYPES OF UNORGANISED STORES

1. KIRANA STORES

Kirana stores are the stores which operate in the circle of smaller area. In kirana stores thus the owner will know about the customer's families. Credit and home delivery facility will be available in the kirana stores. Consumer familiarity runs from generation to generation. Kirana stores will open for longer hours. Most of the stocks of goods will be available in these stores. Consequently, a large number of customers are not willing to pay a premium for the shopping experience promised by large format retailers.

2. CONVENIENCE STORE

Convenience store or convenience shop is a small retail business that stocks a range of everyday items such as groceries, snack foods, confectionery, soft drinks, tobacco products, drugs, toiletries, newspaper and magazines. A convenience store may be part of a gas/petrol station, so customers can purchase goods conveniently while filling their vehicle with fuel. Such stores may also offer money order and wire transfer services, along with the use of a fax machine and/or photocopier for a small per-copy cost.

3. FOOTWEAR STORES

A shoe store or shoe shop is a type of retailer that specializes in selling shoes. From slippers to athletic shoes to

boots, the store could also sell shoe accessories, including insoles, shoelaces, shoe horns, shoe polish, etc. In addition, shoe stores may provide clothing and fashion accessories, such as handbags, sunglasses, backpacks, socks and hosiery. A shoe store will consist of various brands of shoes, slippers, boots, etc. A shoe repairer could work in the shoe stores. In local thus the shoe stores will be consider the customers satisfaction.

4. HANDCRAFT STORES

A shop that sells decorative objects made by hand or the materials and tools used for making such objects. A handicraft, sometimes more precisely expressed as artisanal handicraft or handmade, is any of a wide variety types of work where useful and decorative objects are made completely by hand or using only simple tools. It is a traditional main sector of craft, and applies to a wide range of creative and design activities that are related to making things with one's hand and skill.

Handcrafting has its roots in the rural crafts- the material-goods necessities- of ancient civilizations, and many specific crafts have been practiced for centuries, while others are modern inventions, or popularizations of crafts which were originally practiced in a limited geographical area.

5. MOM-AND-POP STORES

These are small family-owned businesses, which sell a small collection of goods to the customers. They are individually run and cater to small sections of the society. These stores are known for their high standards of customer service.

6. STREET VENDORS

Street vendors, or hawkers who sell goods on the streets, are quite popular in India. Through shouting out their wares, they draw the attention of customers. Street vendors are found in almost every city in India, and the business capital of Mumbai has a number of shopping areas comprised solely of street vendors. These hawkers sell not just clothes and accessories, but also local food.

7. KIOSKS

Kiosks are box-like shops, which sell small and inexpensive items like cigarettes, toffees, newspapers and magazines, water packets and sometimes, tea and coffee. These are most commonly found on every street in a city, and cater primarily to local residents.

III. CONCLUSION

Retailing has a significant growth in the Indian economy, which helps to attain the GDP rate in the economy. Retailing facilitates the easy movement of goods to the ultimate consumer and is available in every local area through different forms such as organised and unorganised retail stores. A different mode of retail business paves the way to consumer to buy their daily needs without any difficulties.

REFERENCES

- [1] www.yourarticlelibrary.com
- [2] www.slideshare.in
- [3] www.studylib.com
- [4] www.marketing91.com