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Retailing and Direct Marketing

Agenda

- The Nature of Retailing
- Major Types of Retail Stores
- Direct Marketing
- Other Types of Nonstore Retailing
- Franchising
- Strategic Issues in Retailing

The Nature of Retailing

- Retailing
 - Transactions in which *ultimate consumers* are the buyers
- Retailers
 - Organizations that purchase products for the purpose of reselling them to ultimate consumers
 - **Retailers add value** — shopping convenience, services, and purchasing assistance to customers
 - **Retailers create utility** — time, place, possession, and form
 - Success in retailing comes from having a strong customer focus coupled with desired levels of service, product quality, and innovation.