

Retail

Unit	Objectives
Retail Business	<ol style="list-style-type: none">1 Define the term retailing.2 Identify different channels of distribution3 Compare the types of retail business ownership4 Classify the types of store-based retailers5 Create online and non-store retailing
Business Strategy	<ol style="list-style-type: none">1 Define target market and market segmentation2 Show the concept of competitive advantage3 Differentiate the types of retail business risk4 Interpret merchandising plans and the components included.5 Describe inventory control6 Recognize the importance of what and when to buy7 Calculate markup and markdown
Retail Store	<ol style="list-style-type: none">1 Explain the importance of store image and design2 Define visual merchandising3 Define the promotional mix4 Define customer buying motives and needs5 Describe the customer service expectations6 Describe the role of the store manager
Exploring Careers	<ol style="list-style-type: none">1 Describe career opportunities in retailing2 Describe ways to prepare for a retail career3 Create a resume4 Perform an interview5 Describe how to foster positive working relationships