

An Overview of Strategic Retail Management

Welcome to *Retail Management: A Strategic Approach*. We hope you find this book to be as informative and reader-friendly as possible. Please visit our Web site (www.pearsoned.ca/bermanevans) for interactive, useful, and up-to-date features that complement the text—including chapter-by-chapter hot links, a study guide, and a whole lot more!

In Part 1, we explore the field of retailing, the establishment and maintenance of relationships, and the basic principles of strategic planning and the decisions made in owning or managing a retail business.

- **Chapter 1** describes retailing, shows why it should be studied, and examines its special characteristics. We note the value of strategic planning and include a detailed review of Loblaw's. We then present the retailing concept, along with the total retail experience, customer service, and relationship retailing. The focus and format of the text are detailed.
- **Chapter 2** looks at the complexities of retailers' relationships—with both customers and other channel members. We examine value and the value chain, customer relationships and channel relationships, the differences in relationship-building between goods and service retailers, the impact of technology on retailing relationships, and the interplay between ethical performance and relationships in retailing. The chapter ends with Appendix 2A, on planning for the unique aspects of service retailing.
- **Chapter 3** shows the usefulness of strategic planning for all kinds of retailers. We focus on the planning process: situation analysis, objectives, identifying consumers, overall strategy, specific activities, control, and feedback. We also look at the controllable and uncontrollable parts of a retail strategy. Strategic planning is shown as a series of inter-related steps that are continuously reviewed. At the end of the chapter, Appendix 3A discusses the strategic implications of international retailing.

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