



APPLIES TO ACADEMIC YEAR 2013/2014

## VHL 3552 Retail I: Competitive Advantages, the Experience of Location and Merchandise Assortments

### Programme

Bachelor of Retail Management (2. year)

### Responsible for the course

Jan Ivar Fredriksen

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian

### Introduction

Qualified managers are of great importance when correct pathways toward competitive advantages, attractive stores and optimal results are considered. This course will actualize multidisciplinary and analytical comprehension concerning actual tasks together with relevant empowerment.

Retail 1 is the first of two courses in retailing. The focus is on **competitive advantages and the experience of location and merchandise assortments**. Retail 2 deals with store management, expansion strategies and store chain management.

### Learning outcome

#### Acquired knowledge

The student will acquire knowledge and obtain adequate insight concerning the following:

- The concept of retailing, structural and dynamic development, including classification of retailers, types of stores, location formats and types of ownership
- Consumer behaviour, including the customer's mental processes and behaviour before, during and after buying, buying and selling steps
- Marketing strategies and competitive advantages based on strategic targets and internal processes like format development, financial strategies, supply chain management and strategic human resource management
- Marketing strategies and competitive advantages based on strategic targets and external factors such as marketing communications and customer relationship management
- Different types of locations, principles, effect and dynamics, including management and establishment
- Conditions for optimal location regarding different types of retailers and formats
- Assortments including goods and services focusing on important aspects and decision-making including assortment concepts and principles
- Alternative classifications of merchandise, category management, merchandise placing, space management and consumer mental categories
- Important aspect regarding buying merchandise and selection of vendors
- Important aspects in pricing and communications affecting the retailer's sales results and image

#### Acquired skills

The acquired skills in the course primarily include the establishment of a retailer in a consumer market. The secondary focus is on the maintenance of an existing retailer's competitive position in his market.

On completion of this course the students will be able to undertake relevant analysis, including:

- Selection of market strategy, including selection of target market(s), strategic position and competitive advantage

- Selection of optimal location
- Development and maintenance of a selling merchandise assortment

### Reflection

The acquired reflections are identical for both retail 1 and retail 2 and include:

- The candidate will during and after the course realize the importance of multidisciplinary knowledge and skills for practicing retailing
- The students will be encouraged to reflect on the importance of analysis before and after implementation of the retailer's strategies and concepts of management
- The students will increase their focus on the importance of the relationships and interactions between human beings, merchandise and technology within the store, and furthermore, the development of harmony, mental balance and financial security for managers, employees and the retailer's customers.

### Prerequisites

Basic courses in marketing and business economics.

### Compulsory reading

#### Books:

Fredriksen, Jan Ivar. 2010. Varehandelsledelse. Fagbokforlaget. Kapittel 1- 6 og 11

Levy, Michael, Barton A. Weitz. 2012. Retailing management. 8th ed. McGraw-Hill/Irwin. Kapittel 1- 15

#### Collection of articles:

Fredriksen, Jan Ivar. 2013. Retail I. Aktuelle artikler m.v. som publiseres under tilhørende temaer i itslearning

### Recommended reading

#### Journals:

Bransjetidsskrifter. Kjedemagasinet, Daglivarehandelen, Tekstilforum m.v.

### Course outline

#### The retail industry

Types of retailers, retail formats, retail chains and ownership  
Shopping based on experience  
Convenience retailing  
Multichannel retailing  
Specialized retailers  
Location types and formats

#### The retail consumer

The new customer  
Consumer behaviour focusing on buying and consumption in the retail industry  
Targets and types of customers in new retail formats

#### Competitive advantages

Market strategies  
Establishment and development of competitive advantages focusing format development, innovation and new concepts  
Establishment and development of competitive advantages based on strategic human relations management (HRM), customer relationship management (CRM), supply chain management (SCM), calculation and pricing strategies.

#### Location and site selection

Aspects of selecting different types of location and location formats  
City or town locations, shopping centres, formats and management principles  
Quantitative analysis regarding demography and market aspects

#### The experience of merchandise assortments

The selling assortments, width and

depth of merchandise and services  
 Retailers with compounded merchandise, profitability and adjustment matching the consumer's mental categories  
 Establishing and maintenance within merchandise assortments planning, buying systems and selection of vendors  
 Space management  
 Category management  
 The customer's price experience  
 Market communications with focus on image development and increasing sales

**Computer-based tools**

No specified computer-based tools are required.

**Learning process and workload**

The teaching within the course is process based partly on classroom teaching, individual and group training and individual and group supervision.

The course is both practical and theoretical, which means that most of the theoretical issues and tasks are discussed in a practical context. The discussions and training tasks are based on the students own selected companies from the retail industry.

Coursework requirements

During the course, the students will complete 2 training tasks with exact deadlines. It is recommended to work in groups of 2-4 students. Evaluation will be given to each group. The students will use the electronic tool "It's learning" for sending in their papers.

Activity	Use of hours
Participation in lectures	36
Preparation before lectures	33
Training tasks and work in groups	65
Colloquium and student based guidance	26
Self study/reading literature/preparing for the exam	40
<b>Total recommended use of hours</b>	<b>200</b>

**Use of hours**

**Coursework requirements**

Completion of 1 out of 2 papers related to the training tasks.  
 The coursework requirements must be approved for the student to be allowed to sit for the exam in the course.

**Examination**

An individual 5-hour written exam completes the course.

**Examination code(s)**

VHL 35521 – Written exam which accounts for 100% of the grade in VHL 3552, 7.5 credits.

**Examination support materials**

No aids permitted

**Re-sit examination**

A re-sit is held every semester

Students who do not complete the coursework requirements are not allowed to sit for the exam. In such cases the student must retake the whole course. Students who do not pass the written exam or who wish to improve their grade can take re-sit for the exam in connection with the next examination in the course. .

**Additional information**