



RETAILING

Standards

- Understand the retailing business and the fundamentals of both store and non-store retailing.
- Understand the components and decisions involved in retail market strategy.
- Understand the importance of merchandise management.
- Understand the importance of retail operations management.

Performance Objectives

- Choose a product and show the channels of distribution that might be used for this product.
- Use target marketing techniques to define the target market for a specialty retail store.
- Analyze the merchandise plan for a retail store and recommend change or improvements for the store.
- Design a retail store layout or blueprint identifying different types of displays.
- Create a retail sales promotion for a product or service.
- Choose a successful person involved in retailing and research personal qualities, aptitudes, and skills which make him/her successful.
- Prepare a resume, which includes: personal information, position you are seeking, work experience, education, extra activities and references.
- Research available retail careers in local area and identify skills, education, and job outlook.
- Explore the various uses of technology in retailing.