

Accountant's Guide to Retail Management

Chapter 1:

Retailers and Their Structure

Learning Objectives:

After completing this section, you should be able to:

1. Recognize the importance of retailing to the U.S. economy.
2. Recognize the structure of retailing.
3. Identify advantages and disadvantages of online retailing, and methods to improve an online business.

Chapter 2:

Retail Management Requirements

Learning Objectives:

After completing this section, you should be able to:

1. Identify the skills requirements of management.
2. Recognize attributes of successful retail businesses.

Chapter 3:

Store Location

Learning Objectives:

After completing this section, you should be able to:

1. Identify the basic factors in choosing a retail location.
2. Recognize differences between customers from urban and suburban areas.

Chapter 4:

Store Buildings, Fixtures, and Equipment

Learning Objectives:

After completing this section, you should be able to:

1. Recognize the value of information technology in retailing and planning store equipment.

Chapter 5:

Arranging the Store's Interior-Layout

Learning Objectives:

After completing this section, you should be able to:

1. Recognize the factors affecting layout.

Chapter 6:

Structure of Retail

Learning Objectives:

After completing this section, you should be able to:

1. Recognize characteristics affected by the organization's structure.

Chapter 7:

Retail Human Resource Management

Learning Objectives:

After completing this section, you should be able to:

1. Identify the steps to recruit an adequate work force.
2. Recognize techniques for evaluating an employee training program.
3. Identify the goals of a compensation program for personnel.
4. Recognize some of the major causes for job dissatisfaction and employee complaints.

Chapter 7:

Retail Human Resource Management

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Chapter 8:

Merchandising Policies and Budgets

Learning Objectives:

After completing this section, you should be able to:

1. Recognize the characteristics of merchandise budgeting.
2. Recognize the steps involved in the budgeting process.
3. Identify ways to measure monthly stock variations.

Chapter 9:

Planning and Selecting Item Assortments

Learning Objectives:

After completing this section, you should be able to:

1. Identify the types of formal buying plans.
2. Recognize factors that influence the quantities to purchase.
3. Identify inside and outside sources of information on customer's wants.

Chapter 10:

Buying: Selecting Merchandise Resources

Learning Objectives:

After completing this section, you should be able to:

1. Identify merchandise resources.

2. Recognize benefits of different options for purchasing merchandise.

Chapter 11:

Buying: Negotiating with Merchandise Resources

Learning Objectives:

After completing this section, you should be able to:

1. Recognize the attributes of an invoice.
2. Identify the terms of sale discounts.
3. Recognize how the terms of sale and datings on invoices are used.

Chapter 12:

Merchandise Control

Learning Objectives:

After completing this section, you should be able to:

1. Recognize the limitations of merchandise control.
2. Identify the goals of merchandise management.
3. List the basic types of unit control systems.
4. Identify how to minimize stock shortages.

Chapter 13:

Handling Incoming Merchandise

Learning Objectives:

After completing this section, you should be able to:

1. Identify the advantages of centralizing the activities in receiving and distributing merchandise.
2. Recognize information captured when receiving and recording incoming merchandise.

Chapter 14:

Pricing

Learning Objectives:

After completing this section, you should be able to:

1. Recognize limitations of pricing techniques.
2. Identify some of the factors influencing markup.

Chapter 15:

Advertising and Display

Learning Objectives:

After completing this section, you should be able to:

1. Recognize steps involved in the retail advertising program.
2. Identify different types of effective interior store displays.

Chapter 16:

Other Non-Personal Methods of Retail Sales Promotion

Learning Objectives:

After completing this section, you should be able to:

1. Recognize non-personal methods of sales promotions - email, telephone and mail-order.
2. Identify consumer premiums used to promote retail sales.

Chapter 17:

Personal Salesmanship

Learning Objectives:

After completing this section, you should be able to:

1. Identify the general rules and elements in the sales process.

Chapter 18:

Customer Services

Learning Objectives:

After completing this section, you should be able to:

1. Identify the major causes of customer complaints.

Identify other customer services use to improve the shopping experience

Chapter 19:

Retail Credit Collection

Learning Objectives:

After completing this section, you should be able to:

1. Recognize a variety of types of retail credit.
2. Recognize the credit legislation with which retailers should be familiar.
3. Identify measurements used to evaluate the effectiveness of the credit department.

Chapter 20:

Basic Accounting Controls

Learning Objectives:

After completing this section, you should be able to:

1. Recognize the purposes served by accounting records.
2. Identify the attributes of the balance sheet and operating statement.
3. Identify different methods used for accounting control.
4. Recognize the advantages and disadvantages of the retail method.

Chapter 21:

Analyzing and Controlling Expenses

Learning Objectives:

After completing this section, you should be able to:

1. Recognize methods for an allocation or distribution of expenses.
2. Identify the steps involved in an analysis and comparison of expense.

Chapter 22:

Retail Security and Loss Prevention

Learning Objectives:

After completing this section, you should be able to:

1. Identify different internal theft problems that create the need for prevention strategies.
2. Recognize external crimes that retailers must monitor to identify, control, and limit pilferage.

Chapter 23:

Management Coordination and Leadership

Learning Objectives:

After completing this section, you should be able to:

1. Recognize the prime responsibility of executive management leadership in retailing.

Chapter 24:

Brick and Mortar to Click and Mortar: E-Tailing

Learning Objectives:

After completing this section, you should be able to:

1. Identify the elements that online marketers should take into account when evaluating the opportunities of online retailing.
2. Identify trends in the future of retailing.