Workshop on

How to Set-up a Retail Business

Saturday, September 16, 2017 (9.30 a.m. to 1.00 p.m.)

AHMEDABAD MANAGEMENT ASSOCIATION

Venue : Torrent -AMA Management Centre, Core-AMA Management House
Dr. Vikram Sarabhai Marg, AMA Complex, ATIRA Campus, Ahmedabad 380 015

Retailing is important to national economy. Millions of retailers operate and most personal income is spent in retail stores. Millions are employed in the business.

Retailing includes all transactions in which the buyer intends to consume the product.

Setting up a retail business is complex. Inventory control, selection of products, attracting new customers, servicing the loyal customers takes time and energy.

In this very useful programme the following will be discussed.

- Why Retailing?
- Brief on market attractiveness/growth past/future
- How to set up a Retail biz- stepwise..7 step approach
- Detailing of key CRITICAL SUCCESS FACTORS of Location/Product/People
- Limitations to be aware of
- Market insights on the key players
- Store size issues and staying power
- How a typical shop P & L is drawn out
- How site selection is a detailed process which must be executed with vigour and rigour to succeed.
- Questions and Answers session

Faculty : **Mr. P. S. Rajiv,** Consultant - Retail
Mr. B N Dastoor, Author & Management Consultant

Fee : Rs.1000/- per person Inclusive of GST. Fee includes the programme fee, programme material, Service Tax and refreshments.

Programme on **How to Set-up a Retail Business** **September 16, 2017**

Registration Form:

Please fill-in and return this form along with participation fee to :

Ahmedabad Management Association

Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.

Phone: 079-26308601-5 • Mob.: 9537407187, 7069940917, 7203030990 • E-mail: ama@amaindia.org

Website: www.amaindia.org • Android Mobile App: AMA-Ahmedabad amaIndia.org.

Name(s) Designation

1.

2.

Organisation:

Address:

Pin Code:

Phone: Mobile:

E-mail: