

Lesson Title - Types of Retail Outlets – Day 1

Performance Objective:

1. To differentiate the various types of retail outlets.
2. To examine the benefits different outlets provide to both retailers and consumers.
3. To analyze the economic impact of retail outlets.

Related SOL:

CONTENT	EXPLANATION/DELIVERY
Intro: Performance Objective Check for understanding. Explain WHY? Check for prior knowledge/experience.	 1. Begin class by asking students to write down the definition of retail. Also, ask them to list the retail stores they can name both locally and nationally. 2. Discuss the answers as a class.
Content: 1. Retail Outlets Vocabulary PowerPoint (Slides 1 -14) 2. Introducing the Guide to Retail brochure assignment.	Explanation/How will you Deliver? 1. Distribute the Types of Retail Outlets Vocabulary Handout. Students will fill out vocabulary handouts as the teacher goes over different types of retail outlets via PowerPoint. Students will complete up to number 12 on the notes. A. As the teacher discusses different retail outlets, the teacher will ask students if they can provide examples of the retail outlet type we are discussing. 2. Read the assignment instructions aloud while the students have the assignment instructions pulled up in front of them. Then I will help students break down the instructions so that everyone knows exactly what they should be doing. A. Show the students what a brochure is. I will have a couple of samples of brochures advertising things in our area so students can get an idea of what a brochure is. B. Ask students what are some things that stand out to them about a brochure. I would try

and push students to get to responses such as, “Colorful”, “Not a lot of words but informational”, “Organized”, “Pictures being used”, “Eye-catching”, “Grab customers attention”.

- C. Remind students that the assignment asks them to make a brochure, so they should aim to have all the characteristics that they just mentioned.
- D. One way that we can make our brochures look professional is by using a website called Canva. I will probably ask students to raise their hands if they have used Canva before. Based on how many students have used Canva before would determine how long I spend going over some of Canva’s basic features.
- E. Pull Canva up on the projector and show students how to find brochure templates on Canva to use. I would pick a random template and ask students which fold of the brochure is the title page, the back part, and the front flap. Then I would ask the students which three flaps would someone see when they completely opened it up. This should help students have a better idea of where to properly put their information.
- F. Depending on how many students are familiar with Canva, then I might have to show students some of the basic tools they can use to design their brochure within Canva.
- G. Ask students if they understand what a brochure is and if they feel comfortable using Canva to make their brochure. If I get a bunch of yes or head nods yes, then I will ask students to switch back to their instructions

	<p>tab.</p> <p>H. “Now that we know what a brochure is and how to make a brochure let’s talk about the other assignment requirements.” Your brochure has to contain information about different retail outlets within our area. You need to identify what type of retailer they are, at this point we have only talked about 4 types of retail outlets so far. “For today to get started on this assignment, pick a retail outlet in our area that would be consider one of the four types we discussed in class today.” “Use information from that retail outlet to complete one flap of your brochure.”</p> <p>I. “While we’re on the topic can anyone remind me what the four type of retail outlets, we discussed in class today?” Wait for student responses.</p> <p>J. Remind students that the flap they complete today should include the retail outlet’s name, what type of retail outlet it is, what products they sell at the retail outlet, and any other information the students feel we should know about the retail outlet.</p> <p>K. Are there any questions?</p>
<p>Evaluation: (formal and informal)</p> <ol style="list-style-type: none"> 1. The teacher will use student provided examples during PowerPoint to determine if students are understanding the difference between retail outlets. 2. The teacher asks students to recall the different retail outlets that were discussed earlier in class. The teacher will determine how well students remembered the retail outlet types by evaluating student answers, willingness to answer, and student body language. 3. The teacher will walk around the room monitoring the progress being made on brochures and making any corrections to information on brochures as needed. 	
<p>Conclusion: (Summarize, clarify, link)</p> <ol style="list-style-type: none"> 1. Just as a reminder we discussed four types of retail outlets. We discussed 	

clothing/accessory stores which sell clothing and accessories, Department stores which sell a little bit of everything, Supermarkets which sell groceries, and Warehouse Clubs which sell items in bulk. We will talk about more retail outlets tomorrow, but it's important to remember all these different types of retail outlets have their own place within the economy.

References:

- Types of Retailing Outlets, www.aboutretail.net
- Franchise Myths, www.veteranscorp.org

Training Aids/Notes:

1. PowerPoint Slides
2. Notes Slide
3. Canva brochure examples



Types of Retail Outlets

Objectives

- To differentiate the various types of retail outlets.
- To examine the benefits different outlets provide to both retailers and consumers.
- To analyze the economic impact of retail outlets.

Retail

- Is the purchasing of goods from a retailer or vendor who is not the manufacturer
- Allows manufacturers to make their product more available to consumers without having to oversee each sale
- Sells items mostly on an individual basis
- Deals with customers from a traditional standpoint

Example: Going to the Apple® Store in the mall to purchase your iPod®.

Wholesale

- Accounts for the purchasing of goods directly from the manufacturer; often at lower prices than offered by retailers
- Often deals in distributing goods in bulk to retailers who then sell the items individually
- Does not traditionally deal directly with the customer, but is gaining popularity with the rise of Internet sales

Example: Ordering your iPod® directly from the manufacturer via Apple's® website.

Retail Outlets

- Are the locations where manufacturers distribute and sell goods through retailers
- Include the following:
 - clothing/accessory stores
 - department stores
 - supermarkets/warehouse clubs
 - street market
 - chain stores
 - distance retailing
 - door-to-door retailing
 - party retailing
 - van retailing

Clothing & Accessory Stores

- Sell apparel, jewelry, leather goods, luggage and other forms of accessories
- May offer these products in styles and sizes for the whole family or focus only on one generation, such as a children's clothing store
- Often only sell products manufactured by one company, but are not limited to this nor do manufacturers have to be equally represented

Clothing & Accessory Stores

- Can specialize in a certain area, such as a bridal gowns or offer goods for the entire family
- Often employ people who are knowledgeable about the product they are selling
 - these people know how to take measurements, what size or style will look good on the customer and what to match with the product

Clothing & Accessory Stores

- Should not be confused with wholesalers, as they receive the product from the manufacturer and re-sell to the customer

Example: American Eagle Outfitters® and Old Navy® are examples of clothing stores. While American Eagle Outfitters® caters to teenagers and young adults, Old Navy® offers clothing for the whole family.

Department Stores

- Account for large stores which offer a variety of goods
- Are divided into different departments, often having a manager for each
- Do not specialize in or carry one brand predominantly over another
- Can be viewed as a “one-stop-shop” where many differentiated items are found under one roof, eliminating the need for multiple stores

Department Stores

- May offer some of the following goods and services:
 - clothing, accessories, furniture, home, furnishings, appliances, cosmetics, sporting goods, hardware, groceries, optical services, photography labs and pharmacies

Example: Macy's® and Wal-Mart® are both department stores.

Supermarkets

- Account for large self-service grocery stores
- Sell groceries, convenience products and household goods
- Arrange merchandise in mass displays, allowing for the consumer to easily find needed products and serve themselves

Supermarkets

- May specialize in one type of product, operating as a niche market
 - Whole Foods® specializes in selling natural and organic foods

Niche Market: specialized area of sales targeting a specific group rather than the mass

Warehouse Clubs

- Offer an assortment of goods and services at low prices and fixed quantities
- Often sell items in bulk, allowing consumers to receive a larger amount of product at a lower price

Example: Sam's Club® and Costco® are good examples of warehouse clubs.

Warehouse Clubs

- Resemble department stores and supermarkets, though they often require a membership
 - memberships are obtained by paying a flat-rate fee annually and obtaining a card or other means of verifying membership in order to gain entrance to the store

Chain Stores

- Come in the following two forms:
 - franchise chains
 - non-franchised chains

Franchise: to grant authorization for a designated person or location to sell a company's products

Franchise Chains

- Are retail outlets selling the same product at different locations
- Are each owned and operated by an individual owner rather than the company
- Explain how a mall in one state has many of the same stores and products as a mall in another state

Example: Your local Outback Steakhouse® is a franchise chain, individually owned and operated but offering the same product found at most other Outback Steakhouses®.

Non-Franchised Chains

- Are owned by the company and run by a manager hired by the parent company
- Are often established by the company producing the product in order to promote on a larger scale
- Have been found to not generate as much profit as franchise chains

Example: A Gap® store in the mall is a non-franchised chain of Gap Inc.® as it is owned by Gap Inc.® but operated by a manager who oversees the location.

Private Enterprise Systems

- Are owned by private individuals, not by any government or agencies
- Rely on retailers to get products to the consumers
- Examples:
 - sole proprietor
 - partnerships
 - small and medium business
 - large multinationals

Non-Private Enterprise System

- Are also known as:
 - state-owned company
 - state enterprise
 - publicly owned corporation
 - commercial government agency

Distance Retailing

- Involves the customer making purchases from a location other than in the store
- Includes the following:
 - websites
 - infomercials
 - catalogs

Distance Retailers

- May or may not have physical locations
 - Wal-Mart® offers a website and stores customers can visit, while Amazon® has no physical store
- Often contact the customer through physical mailers, e-mails and television

Example: The Sears Catalog® and eBay® are two different forms of distance retailing.

Door-to-Door Retailing

- Involves a salesperson traveling from door-to-door in a neighborhood or between stores attempting to sell a product
- May involve the salesperson being self employed or employed by the company producing the product
- Is not as popular today as it used to be

Door-to-Door Retailing

- Can be either:
 - local:
 - staying within a central location
 - traveling:
 - going from city to city searching for new customers

Example: The most often form of door-to-door retailing found today involves services around the house, such as carpet cleaning, landscaping, roofing and air conditioning work. Often, companies new to the area will do this to help promote their business.

Party Retailing

- Involves a person hosting an event at a location to show off products they are attempting to sell
- Is commonly hosted at the home of the person throwing the party

Example: Two of the most common companies which promote party retailing are Mary-Kay Cosmetics® and Tupperware®.

Party Retailing

- Adds a personal feel to the sale, as many of the guests attending the party are friends of the host
- Offers both the producer and the seller a low-cost form of retailing

Street Markets

- Are open-air markets, more commonly found in areas with warmer climates
- Account for one of the oldest forms of retailing
- Often include multiple sellers gathering in a central location at a specific, designated time and offering different products to consumers

Example: Farmer's markets, flea markets and trade days are all forms of street markets.

Van Retailing

- Mixes door-to-door sales with store sales
- Involves a person operating a van, usually carrying one day's worth of product

Van Retailing

- Comes in the following two forms:
 - static:
 - van is parked in one place and does not travel
 - roving:
 - van travels throughout areas where it knows it will find customers

Example: A stationary van selling snow cones is a type of static van retailing, while a van going throughout neighborhoods selling ice cream is a form of roving van retailing.

The Economic Impact

- Depends on the product being sold, demand, location and the medium in which it is distributed
 - clothing sold through static van retailing would not be as successful as clothing offered in a store
 - ice cream trucks going through a neighborhood in January would not experience as much profit as in July
 - hosting a retail party for air conditioners would not be as effective or profitable as one for cosmetics

Competition

- Helps to develop and expand the company, opening more branches and thus making the product more available to consumers
- Also arises between forms of outlets
 - if a store at the mall does not have the size of shirt you need, you can search online
 - many coupons distributed by retailers have stipulations, such as “This offer not available online” or “To redeem this offer, you must present this coupon in person to your local store”

References

- Types of Retailing Outlets, www.aboutretail.net
- Franchise Myths, www.veteranscorp.org

Acknowledgements

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Types of Retail Outlets

-Student Notes

Directions:

Fill in the blanks.

1. Retail

- Is the purchasing of goods from a retailer or vendor who is not the manufacturer
- Allows manufacturers to make their product more available to consumers without having to _____ each sale
- Sells items mostly on an individual basis
- Deals with customers from a traditional _____

Example: going to the Apple® Store in the mall to purchase your iPod®.

2. Wholesale

- Accounts for the purchasing of goods directly from the manufacturer; often at lower prices than offered by retailers
- Often deals in distributing goods in _____ to retailers who then sell the items individually
- Does not traditionally deal _____ with the customer, but is gaining popularity with the rise of Internet sales

Example: Ordering your iPod® directly from the manufacturer via Apple's® website

3. Retail Outlets

- Are the Locations where manufacturers distribute and sell goods through _____
- Include the following
 - clothing/accessory stores
 - department stores
 - supermarkets
 - warehouse clubs
 - street market
 - chain stores
 - _____retailing
 - door-to-door retailing
 - party retailing
 - van retailing

Types of Retail Outlets

-Student Notes

4. Clothing & Accessory Stores

- Sell apparel, jewelry, leather goods, luggage and other forms of accessories
- May offer these products in styles and sizes for the whole family or focus only on one _____, such as a children's clothing store
- Often only sell products manufactured by one company, but are not limited to this nor do _____ have to be equally represented

5. Clothing & Accessory Stores

- Can specialize in a certain area, such as a bridal gowns or offer goods for the entire family
- Often employ people who are _____ about the product they are selling
 - these people know how to take _____, what size or style will look good on the customer and what to match with the product

6. Clothing & Accessory Stores

- Should not be _____ with wholesalers, as they receive the product from the manufacturer and re-sell to the customer

Example: American Eagle Outfitters® and Old Navy® are examples of clothing stores. While American Eagle Outfitters® caters to teenagers and young adults, Old Navy® offers clothing for the whole family

7. Department Stores

- Account for large stores which offer a variety of goods
- Are divided into different departments, often having a manager for each
- Do not _____ in or carry one brand predominantly over another
- Can be viewed as a “one-stop-shop” where many differentiated items are found under one roof, _____ the need for multiple stores

Types of Retail Outlets

-Student Notes

8. Department Stores

- May offer some of the following goods and services:
 - clothing
 - accessories
 - furniture
 - home furnishings
 - _____
 - cosmetics
 - sporting goods
 - hardware
 - groceries
 - _____ services
 - photography labs
 - pharmacies

Example: Macy's® and Wal-Mart® are both department stores

9. Supermarkets

- Account for large self-service grocery stores
- Sell groceries, _____ products and household goods
- Arrange _____ in mass displays, allowing for the consumer to easily find needed products and serve themselves

10. Supermarkets

- May specialize in one type of product, operating as a niche market
 - _____® specializes in selling natural and organic foods
- _____ Market: specialized area of sales targeting a specific group rather than the mass

11. Warehouse Clubs

- Offer an _____ of goods and services at low prices and fixed quantities
- Often sell items in _____, allowing consumers to receive a larger amount of product at a lower price

Example: Sam's Club® and Costco® are good examples of warehouse clubs.

Types of Retail Outlets

-Student Notes

12. Warehouse Clubs

- Resemble department stores and supermarkets, though they often require a membership
 - memberships are obtained by _____ a flat-rate fee annually and obtaining a card or other means of verifying membership in order to gain _____ to the store

13. Chain Stores

- Come in the following two forms:
 - _____ chains
 - non-franchised chains

Franchise: to grant authorization for a designated person or location to sell a company's products

14. Franchise Chains

- Are retail outlets selling the _____ product at different locations
- Are each owned and operated by an _____ owner rather than the company
- Explain how a mall in one state has many of the same stores and products as a mall in another state

Example: Your local Outback Steakhouse® is a franchise chain, individually owned and operated but offering the same product found at most other Outback Steakhouses®.

15. Non-Franchised Chains

- Are owned by the company and run by a _____ hired by the parent company
- Are often established by the company producing the product in order to promote on a larger scale
- Have been found to not generate as much _____ as franchise chains.

Example: A Gap® store in the mall is a non-franchised chain of Gap Inc.® as it is owned by Gap Inc.® but operated by a manager who oversees the location

Types of Retail Outlets

-Student Notes

16. Private Enterprise Systems

- Are owned by private individuals, not by any government or agencies
- Rely on retailers to get products to the consumers
- Examples:
 - sole proprietor
 - _____
 - small and medium business
 - large _____

17. Non-Private Enterprise System

- Are also known as:
 - state-owned company
 - _____ enterprise
 - _____ owned corporation
 - commercial government agency

18. Distance Retailing

- Involves the customer making purchases from a _____ other than in the store
- Includes the following:
 - websites
 - _____
 - catalogs

19. Distance Retailers

- May or may not have physical locations
 - Wal-Mart® offers a website and stores customers can visit, while Amazon® has no _____ store
- Often contact the customer through physical _____, e-mails and television

Example: The Sears Catalog® and eBay® are two different forms of distance retailing

20. Door-to-Door Retailing

- Involves a _____ traveling from door-to-door in a neighborhood or between stores attempting to sell a product
- May involve the salesperson being self employed or employed by the company producing the product
- Is not as _____ today as it used to be

Types of Retail Outlets

-Student Notes

21. Door-to-Door Retailing

- Can be either:
 - local: staying within a _____ location
 - traveling: going from city to city _____ for new customers

Example: The most often form of door-to-door retailing found today involves services around the house, such as carpet cleaning, landscaping, roofing and air conditioning work. Often, companies new to the area will do this to help promote their business

22. Party Retailing

- Involves a person _____ an event at a location to show off products they are attempting to sell
- Is commonly _____ at the home of the person throwing the party

Example: Two of the most common companies which promote party retailing are Mary-Kay Cosmetics® and Tupperware®.

23. Party Retailing

- Adds a _____ feel to the sale, as many of the guests attending the party are friends of the host
- Offers both the producer and the seller a _____ form of retailing

24. Street Markets

- Are open-air markets, more commonly found in areas with warmer climates
- Account for one of the _____ forms of retailing
- Often include multiple sellers gathering in a central location at a specific, _____ time and offering different products to consumers

Example: Farmer's markets, flea markets and trade days are all forms of street markets

25. Van Retailing

- Mixes door-to-door sales with _____ sales
- Involves a person operating a _____, usually carrying one day's worth of product

Types of Retail Outlets

-Student Notes

26. Van Retailing

- Comes in the following two forms:
 - static:
 - van is _____ in one place and does not travel
 - roving:
 - van _____ throughout areas where it knows it will find customers.

Example: A stationary van selling snow cones is a type of static van retailing, while a van going throughout neighborhoods selling ice cream is a form of roving van retailing.

27. The Economic Impact

- Depends on the product being sold, demand, location and the medium in which it is distributed
 - clothing sold through _____ van retailing would not be as successful as clothing offered in a store
 - ice cream trucks going through a neighborhood in January would not experience as much profit as in July
 - hosting a retail party for air conditioners would not be as effective or profitable as one for _____

28. Competition

- Helps to develop and expand the company, opening more branches and thus making the product more available to consumers
- Also arises between forms of _____
 - if a store at the mall does not have the size of shirt you need, you can search online
 - many coupons distributed by _____ have stipulations, such as “*This offer not available online*” or “*To redeem this offer, you must present this coupon in person to your local store*”

Guide to Retail

Directions:

For this Activity, create a brochure of the types of retail outlets found in your area. The brochure should represent a “guide to retail” for the area and may include both national and local retailers, as well as what kind of retailers they are and what kinds of products can be found within the retailers. Discuss the roles these retailer play in the private enterprise system.