Introduction to Retailing

Part 3

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Futuristic Retailing

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The Store of the Future

Please click URL to view:

https://youtu.be/IKouQFI1aM4

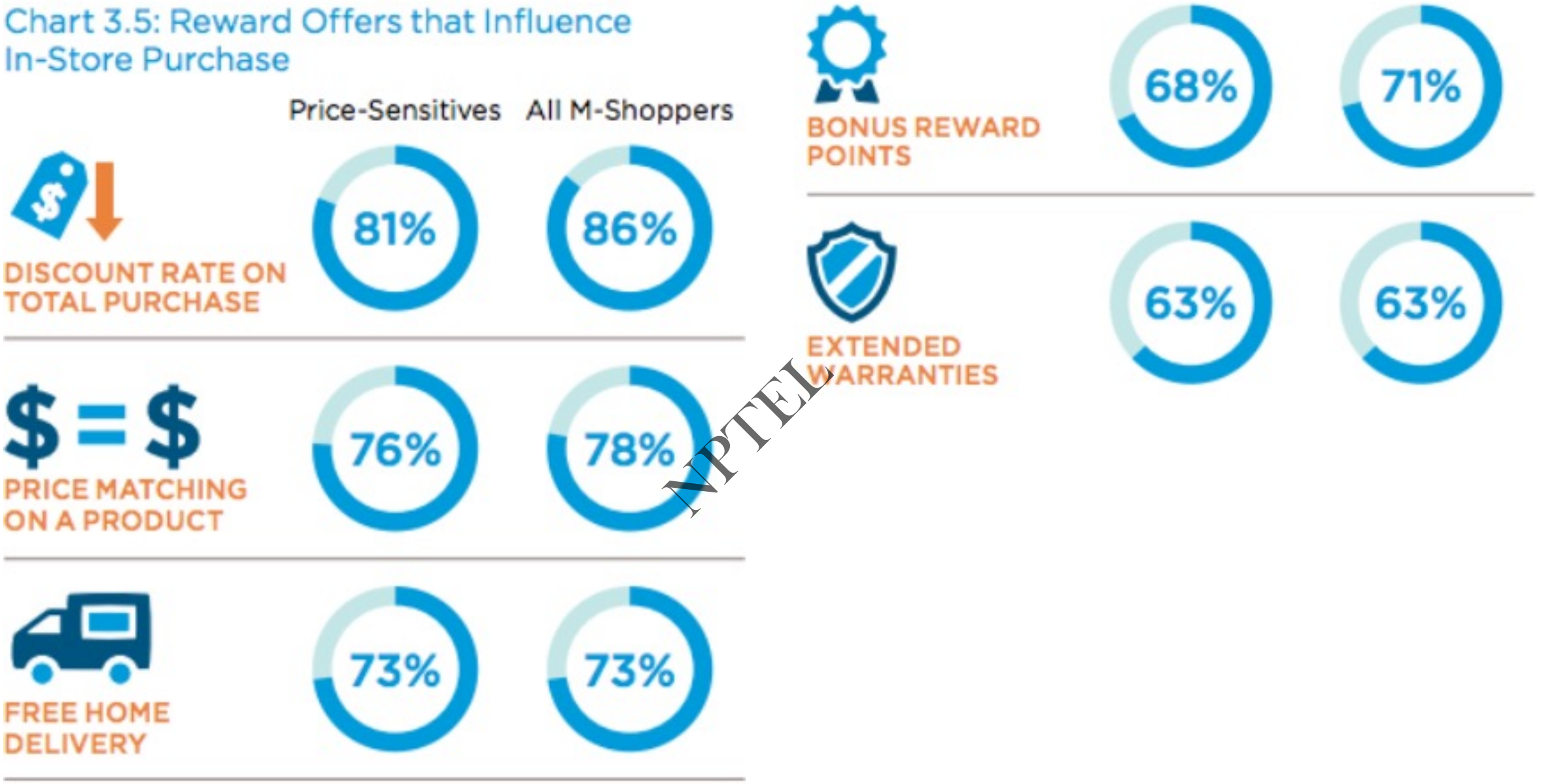
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Customer Service

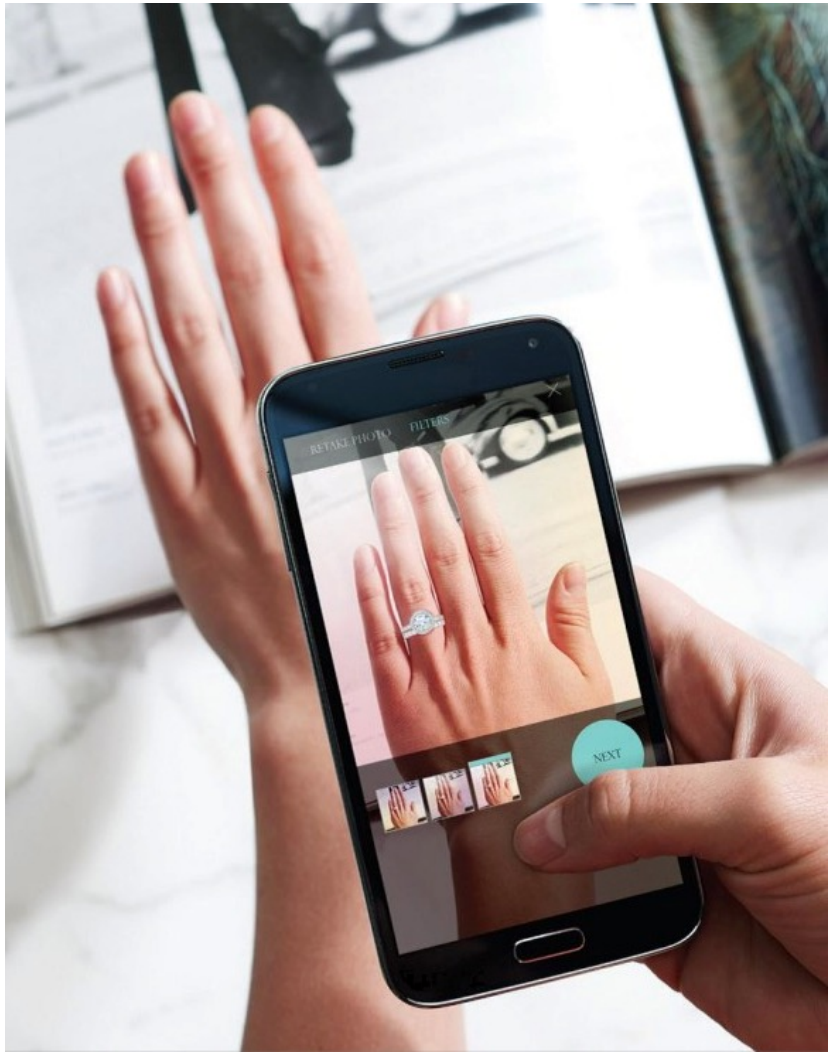
- Activities undertaken by a retailer in conjunction with the basic goods and services it sells. This includes:
  - Store hours
  - Parking
  - Shopper-friendliness
  - Credit acceptance
  - Salespeople

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Chart 3.5: Reward Offers that Influence In-Store Purchase



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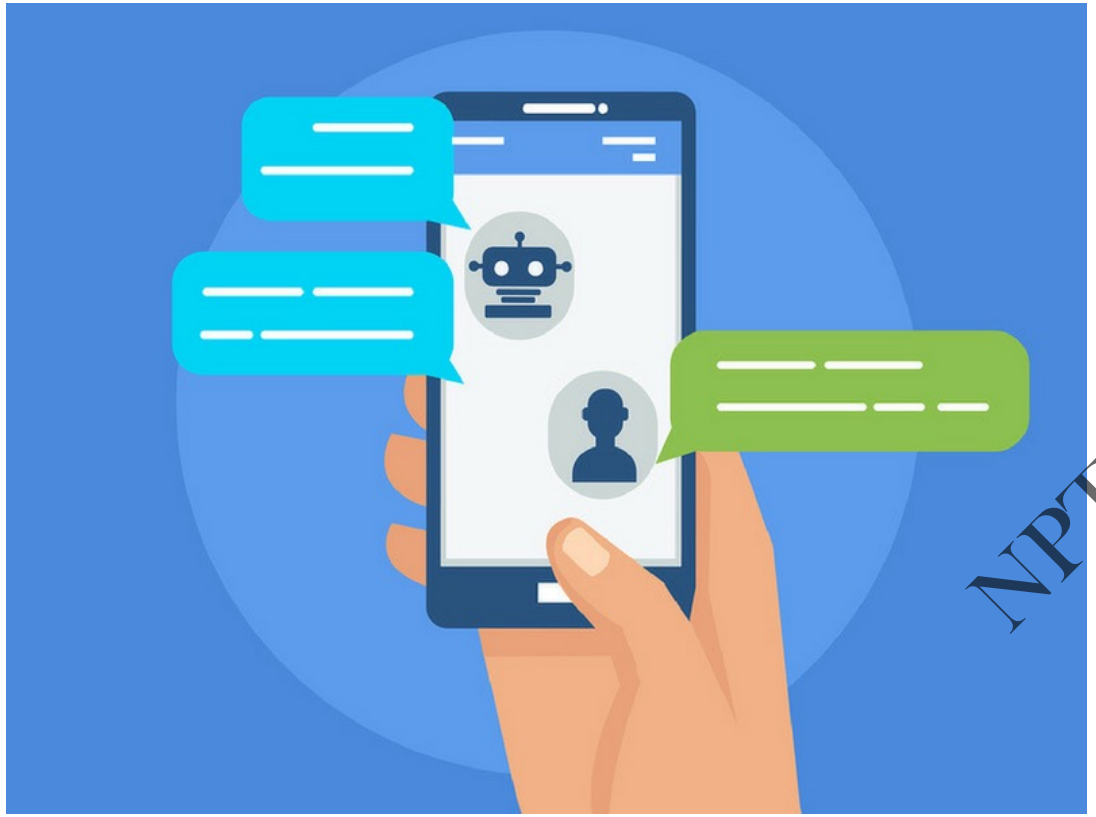
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Filter By: SPECIAL OFFERS
Twining's Earl Grey $1.79
Nescafe Decaf Mild $2.79
McVitie's Ginger Nuts 59¢
Fox's Fig Rolls 49¢

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午後の紅茶
ミルクティー
500ml
79
午後の紅茶
ストレートティー
5vuml
TEA PARTY
MILK TEA

NEPTEL

Thank You

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