

RETAIL MANAGEMENT-WALMART, CARREFOUR AND INDIAN PERSPECTIVE

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Retailing has undergone a revolution. It is said to grow because of expansion in the markets across the world and increase in the organised industry. The principle drivers of growth are higher disposable incomes and informed customers, with access to multiple television channels and internets. Many of the successful intermediaries use strategic planning, advanced information systems and sophisticated tools. They measure performance more on a Return on Investment basis than on a Profit Margin basis. They segment their markets, improve their market targeting and Positioning and aggressively pursue market expansion and diversification strategies. Although most goods and services are sold through stores, on-store selling has been growing. The major types of non store selling are direct selling, direct marketing, automatic vending and buying services.

These Retailers should also ensure that their building sites are not in violation of any regulations and make sure that pollution stays out of local water ways. They should make special efforts to make their stores GREEN by focusing on the heating and cooling of their buildings ,changing their bulbs to those that operate in more energy efficient ways reduce packaging while recycling plastics and continue their use of Organic products. The Retailers should also try to improve health burden and focus more on how employees can live better. Apart from the above they should design fair wages policy and pay employees well so that they can maintain high living standards and should not employ Illegal Immigrants

Walmart

Walmart was founded by Sam Walton in the year 1962 and its first store was located in Bentonville, Arkansas. Walmart has grown from a small town store to a multi-billion dollar corporation basing its business strategy on offering lower prices than its competitors, regardless of how they can be achieved. Although Walmart has grown to the world's largest retailer, the majority of focus on this corporation has been directed towards Wal-Mart's effect on the local community, employees and even its impact on the environment. Always low prices always are the four powerful words defining the trademark slogan of the world's biggest retail store. According to fortune 500 list, Walmart stores had revenue of us \$219812 million and employed about 1.4 million people. Not only had this fortune 500 list included 17 firms which were retailers. These firms are mostly originated in the US, Europe and Japan...Wal-Mart rely on Warehouse technology and self service to sell large volumes at very low prices.

Positive Aspects

There have been many studies noting some of the positive effects that have come out of the Walmart Corporation. Overall the study performed by global insight proved to be favourable to Walmart. Economists concluded that the opening of each retail store, 150-300 new jobs were created up to 500 jobs were created with the development of the supercentre. Walmart is the largest corporate employer in the US with 1.2 million employees.

Walmart believes strongly in giving back to its local communities. Walmarts early cash donations exceeds nearly 170-175 million dollars. In addition Walmart corporation established a programme called The Teacher of the year programme in 1995. Today the programme has recognized more than 2500 teachers in the US and Puerto Rico and contributed more than 19 million dollars to these schools. Walmart has launched \$4 generics programme as it pushed a variety of health care and environmental issues including health care insurances.

Cerrefour

Carrefour was founded in 1960 by two entrepreneurs Marcel Fournier a textile retailer and Louis Defforey a wine and food wholesaler from Annecy in Eastern France. The first two stores that were opened were highly successful. In 1963 a 2500 sq m store was opened in Sainte-Generieve Des Bois a Paris Suburb. It was Carrefour's first Hypermarket. In 1970 the company's shares were listed on the Paris Stock exchange. It also operated through franchisees.

Carrefour's first international venture was in Belgium and its first venture outside Europe was a Hypermarket in Brazil in 1975. In 1978 Carrefour developed a hard discount store under the banner Ed in France. In 1988 Carrefour entered US market by opening a 33000 sq m hypermarket in Philadelphia. By the mid 1990's Carrefour's European operations were spread across Italy, Spain, Turkey, Greece and Portugal. In 1996 Carrefour opened 30 hypermarkets across the world out of which 15 were in South America. Carrefour also operated through Franchisees in UAE, Saudi Arabia, Oman, Qatar, Egypt, Tunisia, Algeria, Japan and Dominican Republic. Acquisitions helped Carrefour become the top retailer in Europe. In 1988 Carrefour acquired Comptoirs Moclernes SA which brought 790 supermarkets into its fold. In 1999 Carrefour acquired Promotes SA which owned several hypermarkets, convenience stores and discount stores. As on date Carrefour is the SECOND Largest retailer in the world, and the largest retailer in Europe.

Carrefour -----Store Formats.

Format	Banner	Description
Hypermarket	Carrefour Atascadero	1. Area occupied 8500 sq m on an average. 2. Sold 20000 to 80000 food and non food items 3. By the end of 2010, it had 1163 hypermarkets in the world.
Supermarket	Carrefour Express Champion GS GB	1. Area occupied 1000 to 2000 sq m. 2. Offered more than 10000 items 3. As on 2010 had 2708 supermarkets

Hard Discount Stores	Dia % Ed Minipreco	1. Area 200 to 1000 sq m 2. Sold mainly food products, personal care and cleaning products 3. As on 2010 it had 6166 stores.
Convenience Stores	Shoppe Smile-Market Express Proxi OK! 8a Huit	1. Area occupied 90 sq m to 900 sq m 2. Operated both at Rural and Urban Area. 3. As on 2010, it had 4800 convenience stores. 4. 70% of stores were operated under franchise agreements
Cash and Carry	Docks Promocash Gross I Per	1. Area occupied less than 90 sq m 2. Target was the catering professionals. 3. As on 2010, there were 154 cash and carry outlets

Questionable Practices by Retail Giants

1. The use of Illegal Immigrant workers is a criminal offence. There are reports that these retail giants used Illegal immigrant workers to clean their stores after hours.
2. These retail Giants are also in trouble for not abiding the Child Labour Laws. Underage children's were employed by these retail giants, and the wages paid to them were also not fair.
3. There are evidences that the Retail Giants are harming the environment .Among the many storm water violations these retail giants has also violated air pollution and storage of petroleum regulations.

Indian Perspective

Retailing today is a fun filled experience for the entire family. Through the convenience kirana stores, roadside mini department store at the panwala shop, the roadside eatery, or the conventional teller in the bank continue to exist, increasingly the Indian marketplace is being occupied by shopping malls, chain stores, departmental stores, shopping centres, food courts, fast food outlets and automated retailing as in Automated Teller Machines (ATM'S) Or in food and beverage vending machines. Faced with the competition from modern retail outlets, the conventional retail store has also changed colours. Today these stores no more look warehouses. They organise their merchandise, display new products, run localised promotions, offer loyalty bonus to frequent shoppers, even take orders from phone and deliver at the customer's home without additional costs. They have also adopted new technologies; they use Bar Codes, accept Credit and Debit Cards for payments and maintain computerised stock registers which help them monitor Product Category and Brand Movement.

Organised retail has today entered rural India also. ITC a tobacco giant entered rural India through its E-Chou pals. (Under the E-Choupal programme ITC sets up Internet Kiosks to be managed by farmers who were selected from within the community and trained.). The Organised retail industry was about 16000 cores in 2001-2002 and is likely to grow around 80000 cores by the end of 2013. Thus it is expected to have an annual growth rate of 18-

22%. The Bill of FDI in Multi-Brand Retail Passes in Parliament of India, the Bill was passed on Dec 05, 2012 at the Lok Sabha and on Dec 07, 2012 at the Rajya Sabha

The Great Indian Bazaar (Size of Organised Retail Market) Rs in cores

Items	2001-2002	2007	CAGR%
Large Segments	8850	23109	21
Other Segments	6050	12169	15
Non Store Retailing	1100	1939	12
Total Organised Retail	16000	37217	18
Clothing			
Manufacturing Retailers	1350	2715	15
Chain Stores	1450	3919	22
Single Large stores	2150	3789	12
Total	4950	10423	16
Chain Stores	1500	6726	35
Single Large Stores	300	746	20
Total	1800	7472	33
Consumer Durables			
Manufacturer Retailer	650	1307	15
Chain Stores	450	1373	25
Single Large Stores	550	1106	15
Total	1650	3786	18
Book and Music			
Chain Stores	250	928	30
Single Large Stores	200	498	20
Total	450	1426	26

Source: Economic Times

Retailing today occupies a key role in the world economy. This is evidenced from the fact that the largest firm is not a manufacturing organization rather it is a retail firm i.e. WALMART. Retailing includes all the activities in selling goods or services directly to final consumers for personal, on-business use. A retailer or retail store is any business enterprise whose sales volume comes primarily from retailing.

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