



REPORT

TOPIC: Retailing vs E-Tailing

RESOURCE PERSON: Ms Madhumita Mohanty

DATE: 25.2.23

About the Resource Person: Madhumita Mohanty's professional with 27 years in Retailing, Consulting, Teaching, Training and Advertising. She is also have work experience in Health & Glow, Reliance Jewels, Reliance Fresh, Foodworld, Nyassa Retail Pvt Ltd, Lintas, Mudra, Competency Development services. Ms. Mohanty has been visiting faculty in IIM Amristar, XLRI, XIM, KIIT, NMIMS, IMT etc



Traditional Retailing

Retail is the sale of goods or services from a business directly to a consumer for their own use. It can include physical stores, online stores, and mobile stores. Retailers range from large department stores to small, independent businesses.

Traditional retailing refers to the practice of selling products or services through physical stores, such as department stores, speciality shops, and boutiques.



Retailing vs. E-tailing

- ❑ A retailer is restricted to a particular location
- ❑ A brick-and-mortar retailer has to identify a good location for his operations and wait for customers.
- ❑ A retailer has to spend considerable time, effort and money in setting up his shop, stocking inventory and creating display patterns.
- ❑ Customer retention is achieved through better offers, loyalty programs etc.

- ❑ An e-tailer can go global
- ❑ An e-tailer has to virtually attract a customer to his site and offer him exemplary services
- ❑ Thanks to web-driven retailing, an e-tailer has no such hassles
- ❑ The primary aim of every e-tailer is to attract a prospective customer to his e-tail site. That calls for a large adspend.
- ❑ Retaining an e-tail customer is certainly a costly affair. For, in the world of the web there is nothing such as loyalty.

Following topic discussed:

- What is retail
- What is e-tail
- E-tailing over traditional retailing
- Marketing channel
- Types of marketing channel
- Role of e-tailing in modern era

Now days e-tailing is more famous and in demand. Customers are preferring e-retailing more than traditional retailing. Marketing channel plays a vital role in retailing.





School of Management



Centurion University of Technology and Management

CENTER FOR GOVERNANCE AND SUSTAINABLE SOCIETIES (CGSS)



**WORKSHOP ON
RETAILING VS E-TAILING**

Resource Person

Ms. Madhumita Mohanty

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Venue

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