

Strategic Issues In International Retailing

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Illustrating and evaluating the strategies of international retailers, developing concepts and theories that enable an understanding of international retailing and showing the contrasts in the approaches adopted by major firms in their international operations, this important text is a must-read for all those studying or working in international retail.

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Phillips (2006) mentioned that the retailers and suppliers chose the strategic options based on the changes in socio-political and socio-technical environment which could result in increased...

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The internationalization of retailing is a process, not a series of events. It is a complex process that has changed in recent years. It has become more widespread. This internationalization process has an increasing influence on corporate strategies and has extended its effects on the development of the retail sector.

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Royal Ahold Tesco. Strategic Issues in International Retailing is a significant contribution to the field, and John Dawson is Professor of Marketing at the University of Edinburgh, Scotland. also holds professorial positions at ESADE, Barcelona, Spain, the University of Stirling,

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Retail has complex operations and managing its internal communication is not an easy task. This challenge is mainly faced by large-scale retail companies with multiple divisions. Inefficient communication between divisions can disrupt the business processes. Retailers should opt for a system that can streamline their internal communication.

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Strategic issues refer to important aspects that require attention in order to achieve the business goals of a company. Strategic issues require careful decisions and clarifications to resolve, and have a critical impact on the performance of a business, according to Thomas Ambler of Center for Simplified Strategic Planning.

~~What Are Strategic Issues in Business?~~

Strategic Issues in International Retailingis a welcome addition to the field. An important aspect of the book is its thoughtful integration of both the conceptual and empirical perspective on the process of retail internationalization. It thoughtfully provides critical assessment of the current growth of international retail by examining the ...

This important text takes a strategic approach, examining in-depth studies of a variety of retailers and marrying theory with practice to provide comprehensive coverage for students at every level. Illustrating and evaluating the strategies of international retailers, developing concepts and theories that enable an understanding of international retailing and showing the contrasts in the approaches adopted by major firms in their international operations, this important text is a must-read for all those studying or working in international retail.

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Learn the how, when, and why of entering Asian markets Retailers entering Asia are faced with not only a consumer and retail culture very different from their own, but with a variety of cultures that vary greatly among countries within the continent. International Retailing Plans and Strategies in Asia examines the strategies of Western retailers entering into Asian markets and provides specific case examples showing why some companies have failed in Asia-as well as factors that helped others succeed. Important concepts for international retailers exploring Asian markets are clearly explained, and the material is particularly relevant to current WTO and UNCTAD debates about the globalization of retail markets. Helpful tables, charts, and illustrations make complex information easy to access and understand. International Retailing Plans and Strategies in Asia examines: how foreign investment influences domestic retail systems how strategies for entering European markets can be adapted and applied to various Asian markets the important practice of incorporating local cultural values into trading relationships in Asian markets the investment of Japanese retailers in China and the trend toward internationalization in Asia by Asian retailers the evolution of foreign investment in Korea-with a look at foreign firms' specific investment strategies issues of local competition and the need for foreign firms to adapt to local consumer cultures, particularly as analyzed in case studies of Metro Cash and Carry, Toys R Us, and Carrefour what understanding foreign markets means in terms of adaptation and success for retailers and wholesalers The material in these pages will help to inform business decisions about how to (and how not to) enter foreign markets and whether or not it is proper for governments to intervene. The chapters in this book, originally presented as papers at a workshop held at Chung-Ang University in Seoul in November 2003, address issues of diversity in international retailing and distribution in Asia. International Retailing Plans and Strategies in Asia is designed to be essential reading for international marketing students, retail researchers, business managers, and to be a useful addition to university business school library collections.

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Large and medium sized retailers have increased their international operations substantially over the last 25 years. This is evident in: the number of countries to which these retailers expand; the growing international sales of retailers; and the heightening of the level of commitment of retailers to their international activity - a trend that is likely to continue over the next decade as general globalization in the service industries increases. The managerial implications of the moves to become global are considerable. Different retailers are pursuing different approaches, to varying degrees of success and are no longer simply multi-national, but are also multi-continental. Consequently, existing concepts and theories of international business fit uneasily in explanations of international retailing, so new corporate strategies need to be explored. Featuring in-depth studies of seven retailers, by international scholars from Japan, the UK and Sweden, Global Strategies in Retailing explores recent developments in strategy that are related to international retailing and in particular, the emergence of a Global Portfolio Strategy. As such, this book will be important reading for all international business and retailing students and academics researching in these areas.

This book is devoted to the dynamic development of retailing. The focus is on various strategy concepts adopted by retailing companies and their implementation in practice. This is not a traditional textbook or collection of case studies; it aims to demonstrate the complex and manifold questions of retail management in the form of twenty lessons, where each lesson provides a thematic overview of key issues and illustrates them via a comprehensive case study. The examples are all internationally known retail companies, to facilitate an understanding of what is involved in strategic retail management and illustrate best practices. In the third edition, all chapters were revised and updated. Two new chapters were added to treat topics like corporate social responsibility as well as marketing communication. All case studies were replaced by new ones to reflect the most recent developments. Well-known retail companies from different countries, like Tesco, Zalando, Hugo Boss, Carrefour, Amazon, Otto Group, are now used to illustrate particular aspects of retail management.

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Most of us think we know something about retailing: we shop, we buy, we consume. But retailing, perhaps more than any other economic sector, has been transformed fundamentally over the last thirty years, both economically and culturally. Featuring work from seminal theorists in the area and charting the development of retailing as an important discipline in its own right, this superb volume examines the key themes in contemporary retailing. Organized into five sections, each of which includes an illuminating editorial overview, The Retailing Reader examines: consumers and shoppers retail branding and marketing merchandising and buying; strategy, power and policy international retailing. Extensive case studies include an analysis of the British grocery market, the strategies embodied by Nike Town stores, and the development of retail economies in China and Latin America. The Retailing Reader presents a comprehensive overview of this important area of study, and is an ideal companion for any student of retailing, marketing or business and management.

The book is made distinctive by the presentation of practitioner insight allied with academic underpinning to create a powerful new framework of unusual breadth and depth. The book communicates contemporary retail thought from the perspectives of both senior international retailers and expert observers. It is structured around four sections: * Section I : retailing in an international context * Section II: chapters from faculty at Templeton College in Oxford outlining the key issues with review questions, discussion topics, assignments and further reading. * Section III : A unique series of in depth interviews with senior executives in the world's major retailers conducted by the Oxford Institute of Retail Management. Each case is backed up by company and sector information to demonstrate the changing retail and global environment. * Section IV: A summary and overview with further exercises assignments and recommended reading.The book is an innovative and highly effective new text for both students and executives needing to understand the complexities of the latest global developments and thinking.

Christoph Schröder does one of the first attempts to analyze format transfers within the scope of different strategies, format elements, countries and success with focus on the fashion industry. Three distinct format transfer strategies are identified. The empirically observed design of format elements supports and extends the existing research. Fashion firms standardize their "Retail culture", which acts as a foundation for a successful format transfer strategy (core elements). New insights are provided with regard to format transfer into foreign countries as well as over a timeframe of five years. International retailers face specific challenges with regard to the decision on their retail format abroad, which is known as an important success driver. They may transfer their format elements unchanged or may adapt those elements. One successful strategy is known to be an unchanged format replication, which is linked to the fashion industry.

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