

Non-store Retail Formats

Electronic Retailing

Catalog and Direct Mail

Direct Selling

Television Home Shopping

Vending Machines





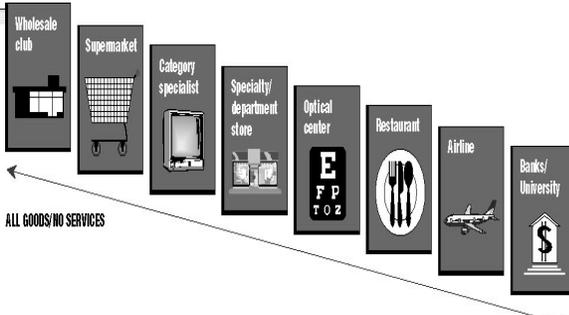
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Services vs. Merchandise Retailers

- Intangibility**
 - Problems in Evaluating Service Quality
 - Performance of Service Provider
- Simultaneous Production and Delivery**
 - Importance of Service Provider
- Perishability**
 - No inventory, Must Fill Capacity
- Inconsistency of the Offering**
 - Importance of HR Management

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Merchandise/Service Continuum



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