(d) Street shops

- These small retailers are commonly found at street crossing or other places where flow of traffic is heavy.
- These stalls are wooden shops, sometimes placed on tables or platforms having shelves and stands.
- These stores generally sell low priced consumer goods.
- They sell goods like magazines, pens, bread, toys etc. Travelling pubic usually depend on these shops.

(e) Second hand Goods shop

- These retailers deal in second hand or used goods such as books, furniture, car, cloths etc.
- They sold goods at lower prices.
- People who can't afford to buy new articles, generally becomes their customers.

(f) Second shops

- These are retail shops which are selling goods which have some manufacturing defects.
- Such goods can't be sold along with the goods which are produced according to the required specifications.
- They are known as second shops and the goods they are dealing as second goods.
- These goods are usually sold at discounted prices.
- Ease formation, flexibility in operation, direct and personal services, and limited capital managerial resources etc. are the main advantages of small scale retail organisations.

Large Scale Retailers

Large scale retailing is the retail trade involving operations on a large scale and the sale of good in small quantities. The most common forms of large scale retailing are.

1. **Departmental stores**
2. **Multiple stores/ Chain stores**
3. **Mail order Houses**
4. **Consumer co-operative stores**
5. **Super Markets**
6. **Vending machines**

a) Departmental stores

- A departmental store is a large scale retail organization offering a wide variety of products, classified into well defined departments, aimed at satisfying every customer's need under one roof.
- A departmental store is a combination of several stores under one roof and unified control.
- One department deal only one line of goods.
- There may be separate department for books, furniture, cloth, medicine, electronics etc.
- Departmental store sells everything from 'a pin to elephant'. In departmental store the consumers are likely to spend more time while making their shopping.
- So they provide services like rest rooms, restaurants, telephone free home delivery etc.
- They are generally organized as Joint Stock Company.
- In India real departmental stores have not yet come in a big way in the retailing business.

Ex: Spencers in Chennai

Features

1. The size of these stores is generally very large, so they are generally formed as joint stock companies.
2. These are generally located at a central place in the heart of a city.
3. A number of retail shops under one roof and one management.
4. A wide variety of products are available from one departmental store.
5. The products are arranged in separate departments. Each department deals only one line of product. For eg. Books, furniture etc.
6. It offers various services and facilities to the consumers like restaurant, travel and information bureau, telephone booth etc. to satisfy the needs of richer and better class of population.
7. Centralized purchase by purchase department and sales are centralized in different departments.

Advantages of Departmental stores

1- Central location

It is generally established at the centre of the city, they attract large number of customers.

2- Shopping convenience

It enables the consumers to buy all their requirements at one place. It saves their time, energy and money.

3- Economies of large scale operation

As it is organized on large scale the economies of large scale operations such as economy in purchasing, transporting, advertising etc can be enjoyed.

- They usually traded branded and widely used consumer goods such as grocery, clothes, house hold goods, medicine etc.
- Goods are kept on racks with clearly labelled price and quality tags in super markets.
- The absence of salesmen is the distinctive feature of super Bazar.
- Hence they are also called "self-service store".
- Products are properly packed and placed in separate sections in order to make convenient purchase to consumers.
- The customers move into the store to pick up goods of their requirements, bring them to the cash counter, make payment and take home.
- Only cash sales are allowed here.

Features

1. They are generally located at the central locations to secure high turnover.
2. They sell goods on cash basis only.
3. They deal in wide variety (complete line) of goods.
4. They operated on the self service principles.
5. They have low sales overhead as no salesmen are employed.

Advantages of super markets

1- One roof, low cost

- Super markets offer a wide variety of products at low cost under one roof.
- They are not only convenient but also economical to the buyers for making their purchases.

2- Wide Selection

- Super markets keep wide variety of goods of different designs, colour etc. which enable the buyer to make better selection.

3- No bad debts

- Sales are on cash basis, so there is no chance for bad debts.

4- Complete freedom to buyers

- There is no sales man.
- Buyer is free to take his decision.

5-Shopping convenience

- All the required goods of daily need are available at one place.
- It save customer's time and energy.

Disadvantages of super markets

1- No personal attention

- Super market works on the principle of self service.
- The customers, therefore, do not get any personal attention at the time of their purchase.

2- No credit

- In supermarkets no credit facilities are made available to consumers.
- This restricts the purchasing power of buyers from such markets.

3- Huge capital expenditure

- Establishment and running a supermarket requires huge investment.
- This can be successful only in big towns.

4- Difficulty of space

- Large premises at central location are not available easily.
- It is not suitable for products which require personal selling.

f) Vending machines

- A revolution in the marketing method is the emergence of vending machines.
- These are coin operated machines found very suitable in selling products like hot beverages, platform tickets, soft drinks, newspapers etc.
- Absence of sales man is the special feature of this machine.
- It is useful techniques of selling low priced goods of standard quality and uniform size.
- At present, vending machines are working as Automated Teller Machines (ATM) in the banking service

Advantages of vending machines

1. Vending machines are useful for selling pre-packed items of low priced products, with uniform size and weight.
2. As like ATM its working time is 24×7.