customer service student workbook created by rae broussard

**Chapter 1: Retail Industry Overview**

**Pages 6-23**

**1.1 Define Retail**

**Distribution Channel**

|  |  |  |  |
| --- | --- | --- | --- |
| **Term** | **Definition** | **Example** | **Example** |
| Manufacturer |  | Coca Cola Bottling Company | Proctor & Gamble |
| Wholesaler |  |  |  |
| Retailer |  |  | Walgreens |
| Customer |  |  |  |

**Distribution Channel Flow Chart**

**1.1 Define Retail**

**Diversity of the Industry**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Types of Stores** | **Definition** | **Example** | **Example** | **Example** |
| Convenience Stores |  |  |  |  |
| Department Stores |  |  |  |  |
| Direct Selling |  |  |  |  |
| Discount Stores |  |  |  |  |
| Off-price Retailers |  |  |  |  |
| Pure Play |  | Amazon |  |  |
| Specialty Stores |  |  |  |  |
| Supercenters |  |  |  |  |
| Supermarkets |  |  |  |  |
| Thrift Stores |  | Goodwill |  |  |
| Wholesale Clubs |  | Sam’s |  |  |

**1.1 Define Retail**

**Types of Ownership**

|  |  |  |  |
| --- | --- | --- | --- |
| **Term** | **Definition** | **Example** | **Example** |
| Independent Establishment |  |  |  |
| Corporate Chain |  |  |  |
| Franchise |  |  |  |

**1.2 Understand the Customer**

**Types of Customers**

|  |  |  |
| --- | --- | --- |
| **Types of Customer** | **Definition** | **Example of your friend/family member that is this type of shopper** |
| Innovative Customer |  |  |
| Comparison Shopper |  |  |
| Impulse Buyer |  |  |
| Follower |  |  |
| Diverse Shopper |  |  |
| Recreational Shopper |  |  |