

CHAPTER OVERVIEW

5: Module 5- Strategic Retail Planning and Management

- 5.1: Key Variables in Planning
- 5.2: Tactical Decisions
- 5.3: Retail Audits
- 5.4: Introduction to Strategic Planning Opportunities
- 5.5: The Feedback Process
- 5.6: Building a Competitive Advantage
- 5.7: Retail Growth Opportunities
- 5.8: Putting It Together- Strategic Retail Planning and Management
- 5.9: Assignment- Customer Behavior and Strategic Planning
- 5.10: Why It Matters- Strategic Retail Planning and Management
- 5.11: Introduction to Strategic Planning in Retail
- 5.12: Steps of Retail Strategy Planning
- 5.13: Visions and Missions
- 5.14: Decisions and Strategy
- 5.15: Introduction to Creating a Strategic Plan
- 5.16: Situation Analysis
- 5.17: Short and Long-Run Objectives
- 5.18: Target Market Techniques

5: Module 5- Strategic Retail Planning and Management is shared under a [not declared](#) license and was authored, remixed, and/or curated by LibreTexts.