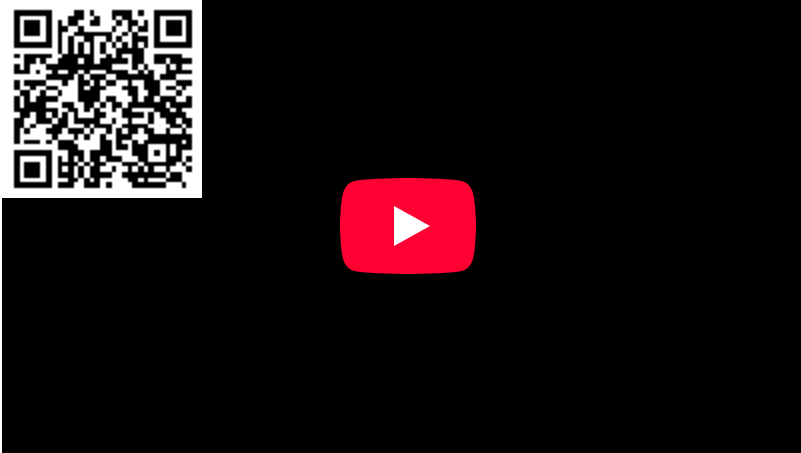


2.14: Introduction to Retailer Classification

What you'll learn to do: list the classification characteristics of various types of retailers by ownership

A retailer is the last step of the supply chain. It is where consumers go to obtain goods and services. Without retailers, consumers cannot get what they want, where they want it, and when they want it. To best meet consumers' needs, there are many types of retail formats, reflecting different scopes and strategies. We will cover these formats more in this section.



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