

Government Polytechnic For Women, Faridabad**Diploma in Business Management****Sem -IV****Lesson Plan****Subject: Store Planning Layout(R)**

MARCH	Week 1		UNIT-1: Introduction
		1	
		2	Retail Store Location - Meaning
		3	Importance of Location decision
	Week 2	4	Importance of Location decision
		1	Types of Retail Locations
		2	Types of Retail Locations
		3	Types of Retail Locations
	Week 3	4	Factors affecting the location decision of a retail store.
		5	Factors affecting the location decision of a retail store.
		1	Factors affecting the location decision of a retail store.
		2	Steps involved in choosing a retail location
	Week 4	3	Steps involved in choosing a retail location
		4	Steps involved in choosing a retail location
		1	UNIT-2: Retail Store Layout
		2	Types of retail store layout
APRIL	Week 1	3	Types of retail store layout
		4	Importance of retail store layout
		1	Revision
		2	Sessional-1
	Week 2	3	Sessional-1
		4	Sessional-1
		1	Sessional-1
		2	Sessional-1
	Week 3	3	Factors affecting store layout
		4	Factors affecting store layout
		1	UNIT-3: Retail store planning - Concept
		2	Planning the shelf space
	Week 4	3	Planning the shelf space
		4	Planning the shelf space
		5	Planning the shelf space
		1	Placement of products
	Week 1	2	Placement of products
		3	Store administration
		4	Management of the premises
		5	Management of the premises
		1	Management of the premises

MAY	Week 2	1	Sessional-2
		2	Sessional-2
		3	Sessional-2
		4	Sessional-2
		5	Sessional-2
	Week 3	1	UNIT-4: Retail store design - Concept
		2	Importance of retail store designs
		3	Factors affecting interior and exterior store designs
		4	Factors affecting interior and exterior store designs
		5	Fixtures and furnitures
	Week 4	1	Fixtures and furnitures
		2	Lightning color and music equipments
		3	Store environment
		4	Flooring and ceilings
	Week 5	1	Graphics and signages
		2	UNIT-5: Visual merchandising concept
		3	Role and visual merchandising
JUNE	Week 1	1	Technique of display and design
		2	Technique of display and design
	Week 2	1	Sessional-3
		2	Sessional-3
		3	Sessional-3
		4	Sessional-3
		5	Sessional-3
	Week 3	1	Revision
		2	Revision
		3	Revision
		4	Revision
		5	Revision
	Week 4	1	Revision
		2	Revision
		3	Revision
		4	Revision
		5	Revision