

Table 2. Twelve Core Retail Topics

I. Strategic Positioning

1. **Retail value proposition**
 2. **Store assortment**
 3. **Merchandising policies**
 4. **Store locations**
 5. **Store layout and design**
 6. **Service and personnel policies**
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II. Tactical Decision-making

7. **Pricing**
 8. **Supply chain management**
 9. **Financial management**
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III. Communications Management

10. **Engaged selling and co-creation of value**
 11. **Customer Communications**
 12. **Online, ecommerce, and mobile retailing**
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Retail Analytics Keywords

Retail analytics, store atmospherics (analytics), retail location (analytics), (store/retail) assortment management (or measurement/analytics), layout design, retail service measures, retail pricing analytics, channel management (analytics), (retail) advertising metrics, social media metrics, online retail analytics, e-commerce analytics, retail (target) market selection, retail format measures, retail performance analytics/measures, forecasting retail sales, projecting retail profits, managing retail staff/salesforce, segmented pricing in retailing, retail competitive advantage
