



# DUNIA RETAILING

## Pemasaran & Bisnis Ritel

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# 01 WHAT IS RETAILING?

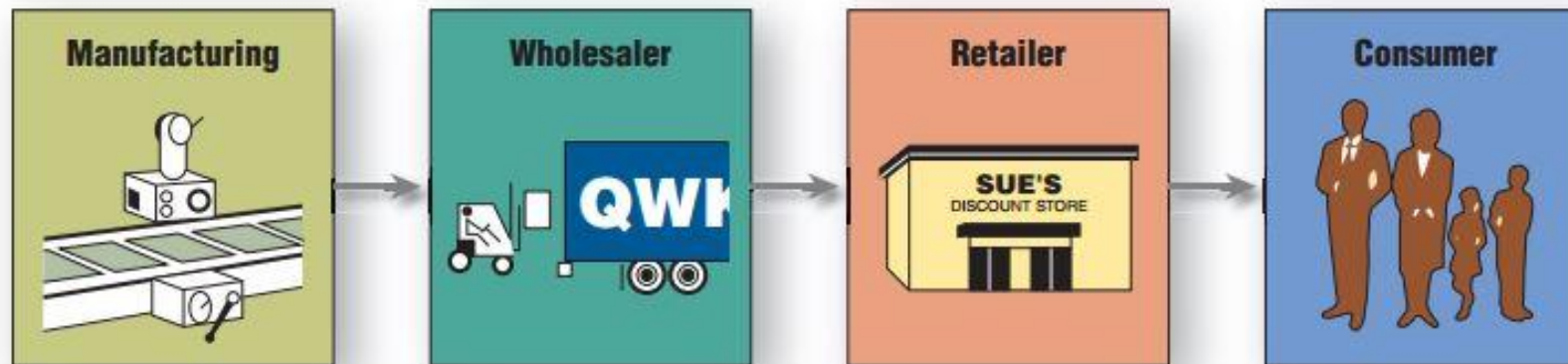
Retailing is the set of business activities that adds value to products and services sold to consumers for their personal or family use.





Often, people think of retailing only as the sale of products in stores, but retailing also involves the sale of services such as overnight lodging in a motel, a doctor's exam, a haircut, or a homedelivered pizza. Not all retailing is done in stores.

# Example of a Supply Chain



# Costs of Channel Activities

Channel Member			Profit as a Percentage of Sales
Manufacturer	Cost	\$10.00	
	Profit	\$1.00	9.10%
	Selling price to wholesaler	\$11.00	
Wholesaler	Price paid to manufacturer	\$11.00	
	Cost to add value	\$2.00	
	Profit	\$1.00	8.00%
	Selling price to retailer	\$14.00	
Retailer	Price paid to distributor	\$14.00	
	Cost to add value	\$4.00	
	Profit	\$1.95	
	Selling price to customer	\$19.95	9.77%

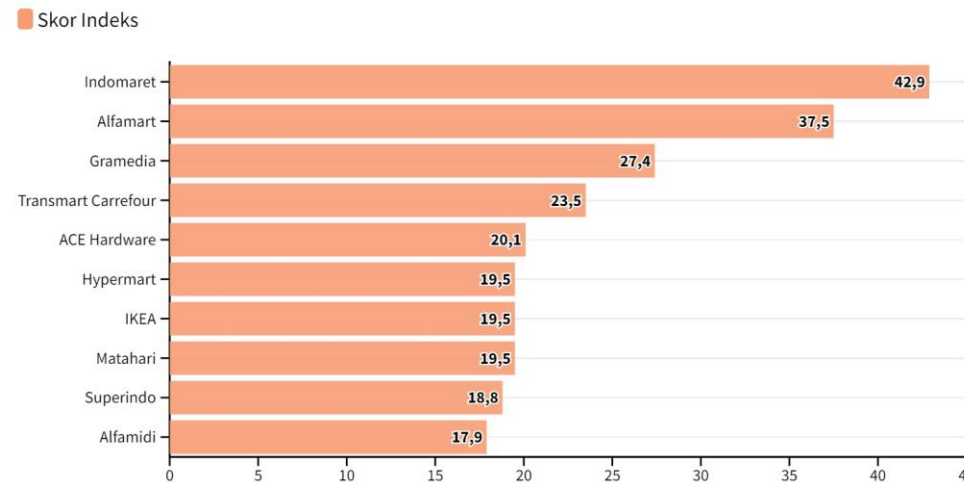
Apple is a vertically integrated company because it performs the manufacturing, distribution, and retailing activities in its supply chain





# The Largest Retailers

10 Ritel dengan Nilai Konsumen Tertinggi di Indonesia  
Tahun 2021



GoodStats

Sumber: YouGov





# CASE

Apa sajakah tantangan pada bisnis ritel saat ini ??



# REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan



# THANK YOU!

Do you have any questions?

