

Subject: - Retail

Duration - 35 Min.

Class: - 10th

Topic - Merchandise

Learning outcomes:-

- Students will understand the concept of merchandise.
- Students will understand merchandise planning.
- Students will know about the kinds of Merchandise.
- Students will examine, the effects of different kinds of merchandise.

Learning objectives:-

- To develop the awareness about the merchandise.
- To know the concept of merchandise.
- To understand the different kinds of Merchandise.
- To examine the key factor of consumer products & industrial product.

Teaching Aids:-

Book-NCERT, Black board, Chalk, Poster, Chart and PPTs for smart classes.

Introduction of topic:-

- What is Merchandise?
- What are the different kinds of Merchandise?
- What is Consumer Products?
- What is Industrial Products?

P.K Testing

5E	Teacher Activity	Student Activity
Engage	<p>PT will try to create curiosity among students by asking questions.</p> <ul style="list-style-type: none">• Have you ever visited a mall?• What kinds of shops you see there?• What different things you see in the grocery shop?• Why we purchase these kinds of products. <p><u>Announcement of the topic</u> Every product that can be offered to a market or the customer is known as Merchandise. So, today we will discuss about this.</p>	<p>Yes, many times.</p> <p>Shoes, clothes, food, grocery etc.</p> <p>Bread, milk, vegetables etc.</p> <p>To consume.</p>

Presentation	Teacher activity	Student activity
Explore	<ul style="list-style-type: none"> • How Frequent do we use Bread,Oil,grocery items? • Give me some examples of the products which you like to purchase occassionally? • Which product do we buy on emergency,Ok Good? • Who use Raw material & Machinery. • Ok,I will tell you,its called Industry. (These products are used in Industries) 	<p>Daily Basis.</p> <p>Clothes,Sofa,Sweets etc.</p> <p>Medicine</p> <p>Students will try to get answer.</p>
Explain	<p>Merchandise:-</p> <ul style="list-style-type: none"> • A product or merchandise is anything that can be offered to market or to the customer that might satisfy a need or a want.The Person who is to take the buying decision for a retail organization must be aware of the consumer need and wants. 	<p>Students will note down in Notebook.</p>

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	Teacher activity	Student activity
	<p><u>Kinds of Merchandise:-</u> There are various types of Merchandise which can be purchase by the ultimate uses for their daily needs.</p> <p>Types:-</p> <p>1-Consumer Products</p> <ul style="list-style-type: none"> • Staple • Impulse • Emergency • Convenient • Luxury • Comforts <p>2-Industrial</p> <ul style="list-style-type: none"> • Department • Class • Subclass • Price • Style • Color & Size. 	<p>Students will write.</p>

<p>Elaborate</p>	<p><u>1-Consumer Products :-</u></p> <ul style="list-style-type: none"> ● Staple :-Used for daily needs e.g Bread,milk,grocery. ● Impulse:-Instant Purchasing e.g Chocolates. ● Emergency:-Purchase on the needs e.g Medicine. ● Convenient :- Conveniently purchased e.g-Vegetables. ● Luxury:-Costly products e.g Jewelry ● Comforts:-Purchase for comforts e.g Sofa set. <p><u>2-Industrial:-</u>Used by Industry E.g Raw Material,Machine</p> <ul style="list-style-type: none"> ● <u>Department</u>:-At the entry point in the store the customer will locate the specific department of merchandise desired.Mens,Womens,Junior fashions,food court. ● <u>Class</u> :-Within the specific area the customer looks for the class of Merchandise desired Pants,dresses etc. ● <u>Subclass</u>:-The next lower level that further segments merchandise types is subclass. 	<p>Students will Write down in Notebook.</p> <p>Students will listen carefully.</p> <p>Students will listen carefully.</p>
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	<p>e.g Sports designer shirts have a printed logo on them,where as basic shirts have nothing.</p> <ul style="list-style-type: none"> • Price:-Within the subclass the customer will look further to find the price according to their economy class or that fits into their budget. • Style:-Once the appropriate price point has been chosen the customer will find the stlye within that price point that will satisfy their need.for e.g fashionable clothes,style of hair etc. <p>Color and Size:-The lowest level in the hierarchy are where this customer will ultimately find what they are looking for.</p>	<p>Students will Write</p>
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	Teacher activity	Student activity
Evaluation	<ul style="list-style-type: none"> • What is Merchandise? • What are the different kinds of Merchandise? • What are emergency Products? <p>What are Industrial Goods?</p>	<p>Students will answers on the basis of classroom learning.</p>

Home work:-

- Visit a Mall & List out the various Merchandise in a Store is classify them into:-

Class

Subclass

Price

Size

Color

Ques:-Define Merchandise?

Ques:-Explain the different types of Merchandise?