

# **Challenging Role of Merchandiser While Handling Multiple Accounts**



By

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Bachelor of Textile Engineering

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## **Declaration**

I hereby declare that all the information in this thesis is the result of my concerted efforts and my original work. This research work, to the best of my knowledge and belief, reproduces no material previously published or written, or that has been accepted for the award of any other degree or diploma, except where due acknowledgement has been made in the text.

## **Abstract**

The success of any retail operation is largely dependent on the distributor's ability to deliver the goods to the right customer at the right place at the right time at the right price. These two functions are that the marketing and management of the chain necessary to the existence of an organization in the grocery trade. Management products include analysis, planning, acquisition, management and control of investments in the assets of minor surgery. Merchandising does not work in isolation. It depends on various factors such as organizational structure, size and organization of retail products for transport. The function of the product offering is an integral part of the organization of retail trade, referring to marketing. Therefore, this article attempts to reveal an emphasis on management, marketing and sales of retail stores.



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