Lesson Plan

**Retailing and E-Tailing**

Eltoncia Bradley ~ Instructor

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| Date: | Monday, October 3, 2014 – Friday, October 7, 2014 |
| Lesson Title: | Types of Retail Businesses: Types of Retailers |
| Unit Overview: | Unit 1 introduces the retailing business and its many types of stores. Chapter 1 focuses on the nature of retailing and factors that set it apart from other types of marketing. Businesses. Chapter 2 (current chapter) explores the great variety of retail businesses that students might choose to enter. Chapter 3 examines traditional store-based businesses, or brick-and-mortar stores, which have existed for centuries. Chapter 4 explores the exciting and expanding high-tech world of the cyber marketplace, as well as other types of non-traditional retail businesses that thrive without actual stores. |
| Objectives: | *The students will be able to:*   * Explain the NAICS categories for the retail industry. * Name the types of business organization. * Identify types of retail business ownership. * Describe how competition affects retail evolution. |
| Key Terms | NAICS, sales associates, merchandise variety, merchandise assortment, single proprietorship, partnership, corporation, independent store, entrepreneur, chain stores, franchise, franchisor, franchise |
| Focus | Ask students whether or not they like to shop; if so, what do they like to shop for? Ask the students who do not like to shop if they ever buy over the Internet, and if so, explain that this is just another form of shopping. |
| Guided Practice | * Chapter 2 Key Terms * Case Study (page 27) * Read Aloud: Using Categories and NAICS Retail Codes (page 28) |
| Independent Practice | * Students will be divided into groups of two or three students. Each group will list some stores in each category and discuss why they are grouped together. * Students will look up the NAICS reports for the most recent reporting year. Students will then find out which categories are the highest in dollar sales. They will conclude by determining if the categories that are highest in dollar sales is based upon volume selling or higher prices? |
| Activities | * Worksheet and Quick Check 2.1 * Worksheet and Quick Check 2.2 |