Acknowledgement
Preface
Chapter 1: Introduction
1.1 Retailing Defined
1.2 Retailing Global Scenario
1.3 Retailing Indian Scenario
1.4 Organized versus Unorganized Retailing
1.5 Food and Grocery Retailing
1.6 Retailing Formats
1.7 Supply Chain
1.8 Supply Chain in Indian retailing
1.9 Importance of Supply Chain
1.10 Justification of Research
1.11 Objective of Research
Chapter 2: Literature Review
2.1 Parameters of Supply Chain
2.2 Supply Chain in Different Industries
Chapter 3: Research Methodology
3.1 Overview of Research Methodology
3.2 Problem Statement
3.3 Research Objectives
3.4 Identification of Variables
3.5 Hypothesis
3.6 Scope of Research
3.7 Questionnaire Development
3.8 Sources of Data
3.9 Sample selection
3.10 Tools of Analysis
3.11 Limitations of the Study
Chapter 4: Analysis
4.1 Analysis of Means and Frequencies
4.2 Hypothesis Testing