CONTENTS

Acknowledgement
List of Abbreviations
List of Tables
List of Charts & Pictures

Chapter 1  INTRODUCTION AND DESIGN OF THE
STUDY ........................................................................ 1-23

1.1 Introduction
1.2 Statement of the Problem
1.3 Review of Literature
1.4 Objectives of the Study
1.5 Limitations of the Study
1.6 Chapter Scheme

CHAPTER II  RESEARCH METHODOLOGY ......................... 24-30

2.1 Introduction
2.2 Source of Data
2.3 Construction of Tools and Pretest
2.4 Description of Area of Study
2.5 Reference Period
2.6 Sampling Design
2.7 Field Work and Collection of Data
2.8 Frame Work of Analysis
2.9 Hypothesis
2.10 Operational Definitions

Chapter III  HISTORICAL PERSPECTIVE ....................... 31-56

3.1 Introduction
3.2 Evolution of Marketing
3.3 Evolution of Marketing in India
3.4 Evolution of Retailing
3.5 Evolution of Direct Marketing
3.6 Evolution of Home Delivery
CHAPTER IV RETAILING – THE PRESENT SCENARIO .... 57-76
4.1 Marketing
4.2 Retailing
4.3 Direct Marketing
4.4 Home Delivery

CHAPTER V HOME DELIVERY - A COMPREHENSIVE STUDY ................................................................. 77-133
5.1 Organisational setup
5.2 Database Receiving Orders and Making supplies
5.3 Receiving Orders and Making Supplies
5.4 Adaptability to present economic scene
5.5 Drawbacks and Problems
5.6 Suggestions for Improvement
5.7 Profitability
5.8 Home Delivery and Direct Marketing
5.9 Potentialities and Scope for New Entrants

CHAPTER VI HOME DELIVERY SYSTEM – PROBLEMS AND PROSPECTS........................................ 134-183
6.1 General
6.2 Denial of Pleasure Marketing
6.3 Self-Service – Feature
6.4 Providing more Job opportunities
6.5 Accounting Ratios
6.6 Customer Satisfaction

CHAPTER VII SUMMARY OF FINDINGS AND SUGGESTIONS .......................................................... 184-196
8.1 Findings
8.2 Conclusion
8.3 Suggestions
8.4 Directions for Future Research

BIBLIOGRAPHY .................................................................................................................. 197-200

APPENDICES