APPENDICES
APPENDICES

APPENDIX I

NAME OF THE RETAIL OUTLETS SELECTED FOR THE STUDY

DEPARTMENT STORES
1. EBONY
2. PANTALOON
3. FOOD BAZAAR
4. SHOPPER STOP
5. LIFESTYLE
6. GLOBUS

HYPER MARKET
1. EASY DAY MARKET
2. BIG BAZAAR
3. SPENCER’S HYPER
4. HYPER CITY
5. VISHAL MEGA MART
6. MORE HYPERMARKET

CONVENIENCE STORE
1. 6 TEN
2. SPENCER’S
3. RELIANCE FRESH
4. IN & OUT
5. EXPRESS CITY
6. 9 TO TEN
SUPER MARKET
1. FOOD BAZAAR
2. MORE
3. EASY DAY
4. DOLLAR STORE
5. RELIANCE SUPER
6. SPENCER SUPER

SPECIALITY STORE
1. RAYMONDS
2. NIKE
3. ADIDAS
4. REEBOK
5. FERNS AND PETALS
6. BENETTON

CATEGORY STORE\KILLERS
1. TITAN EYE +
2. CROSSWORDS
3. CROMA
4. LAND MARK
5. PLANET SPORTS
6. MUSIC WORLD