

SCHEME OF CHAPTERISATION

The presented study is a detailed research on the topic “Organized retailing: Emerging challenges and Opportunities”. The study is an endeavor of an in-depth study for tracing the future by studying the present of the organized retail in India with special reference to the grocery retailing. This study has been conducted in the Delhi & NCR region.

The research study has been presented with the chapterization scheme. Each part of the study has a significant role in the completion of study. Here is a chapter-wise introduction of each chapter.

CHAPTER ONE:

Chapter one includes the introduction of the topic. This introduction has been covered with the help of the different topics like introduction to Indian retail industry, various terminology used in the study, definitions, retail growth prospects in India, rural retailing, projected trends in retailing.

CHAPTER TWO:

Chapter two reviews the existing literature on the topic. This chapter is presented by dividing the literature under three different heads. First, the chapter provides a review of the evolution of retailing in India, spread of modern retailing in developing countries and the various conceptual frame work given at different point of time.

Second, the chapter presents an overview of the Indian retail industry and organized retailing in India. After covering these topics third, the chapter concludes with information on the trends and challenges.

CHAPTER THREE:

The chapter three comprises of the research methodology used for the purpose of the study. The chapter includes the objectives of the study, nature of the study, data collection methods used, statistical techniques used for the analysis purpose. It also includes the rationale of the study.

CHAPTER FOUR:

This chapter provides with the data description and the data analysis of the data collected. Analysis is done on the basis of the objectives of the study by dealing with each objective separately. Various descriptive techniques like graphs, charts, etc. have been used for the description of the data. And weighted mean score ranking method, chi square test, t-test and factor analysis have been used for the analysis the data.

CHAPTER FIVE:

It is the detailed presentation of the major findings and recommendations on the basis of the analysis of the study. This chapter is the crux of the whole study.