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CHAPTER - I

INTRODUCTION

The surfacing of Organised Retail Sector is the imperative facet of the current Indian Economic scenario. In recent years the growth and development of organised retailing is sizeable which takes this to the edge of good future. Foremost business firms have entered and have the idea of motivated future plans in this sector. Multinational companies also merge with Indian companies and spread their retail chains in India. Unorganised retail sector suffer due to the entrance and growth of organised retailers. The organised retail directly receives the goods from the small producers, hence the supply chain gets efficient and at the same time the customers are also benefited with lowest price. The impact of organised sector has conflicting opinions, hence analysis about positive effect is also conducted.