CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION OF RETAIL

The final stage of any economic activity is retail and so, it has an important place in the world economy. According to Philip Kotler, ‘Retailing includes all the activities involved in selling goods or services to the final consumers for personal, non-business use. Selling to the final consumers whether it is by a manufacturer, a wholesaler or a retailer-is retailing irrespective of the fact that the goods or services are sold (by person, mail, telephone, vending machine or internet or where they are sold – in a store, on the street or in the consumer’s home).’

To conclude, it can be said that, Retailing is the final step in the distribution of merchandise, for consumption by the end consumers.

‘It is necessary to understand that in the complex world of trade, today, retail would include not only the goods but also the services that may be provided to the end consumer. Thus, one can say that purchase of a railway ticket, services of a plumber, parlour services, dry cleaning, consultation of a doctor etc. are all under the category of retail transaction.

Also, another important thing to note here is that regarding the concept of “final consumer”. Intermediate customers are also found, but that does not match with the meaning of retailing. For example, a paanwala may buy beetle leaves from a wholesaler, but this would not be termed as retailing as this is being done by him for his business use. Now, finally when this paan is sold to the consumer for consumption it will fall under the category of retailing.’
Organized Vs. Unorganized Sectors

The Indian retail industry is divided into organized and unorganized sectors. The unorganized retail comprises of the local baniya or kirana shop, paan and beedi shops and the other owner manned general stores. These retailers normally do not pay taxes and most of them are not even registered for sales tax, VAT, or income tax.

On the other hand, the organized retail comprises of the licensed retailers who are registered for sales tax, income tax etc. and it comprises of the malls, supermarkets, hypermarkets etc.

1.2 MEANING OF UNORGANIZED RETAIL

“A local kirana shop

“Unorganized retailing” is defined as an outlet which is run locally by the owner or the caretaker of a shop who lacks the technical and the accounting standardization. The supply chain and the sourcing are also usually done locally to meet the local needs.³

Unorganized merchandising, refers to the normal formats of cheap retail, the native kirana retailers, the owner manned general stores, paan / beedi retailers, the convenience stores, hardware stores at the corner of one’s street, small medical shops etc.⁴
Small-store (kirana) retailing has been one of the easiest ways to generate what is called self-employment as it requires a very limited investment in land, capital and labour. It is generally a family run business; there is lack of standardization and the retailers who run this store lack education, experience and exposure.

1.3 TRADITIONAL BUSINESS MODELS IN INDIAN RETAIL

India encompasses a wealthy ancient history of retail trade. An outsized range of the business models are living since long, and they still have their presence across the country. That may be the rationale why they are taken into thought at this stage of analysis. However, most of those models concentrate on food grains, cereals and alternative connected food stuff.\(^5\)

1.3.1 Mandis

Ruling the market hierarchy are *mandis*, which owe their development partly to government policies on agricultural marketing. *Mandis* are agricultural markets set up by the state governments to procure the agricultural produce directly from farmers. These markets can be categorised as grain mandis, cotton mandis, soya mandis, vegetable mandis, etc.
There are 7,161 regulated markets, or mandis, in India which are mostly primary wholesale markets, and are usually governed by the Agricultural Produce Marketing Committee (APMC) Act.\textsuperscript{6}

1.3.2 Haats

Unlike the regulated markets, there are also unregulated markets known as haats, peta, angadi, hatwari, shandies, chindies or painths. A haat is a periodic market which exists typically at a village level. A haat can be said to be a public gathering of buyers and sellers of commodities, fruits, vegetables, household goods, clothes, accessories like bangles, etc. Most of the haats (75\%) are held once a week while others (20\%) are held twice a week and the rest are held daily.\textsuperscript{7}

The haats in villages

These haats are the heart of every village’s economic, social and cultural life as the producers as well as the farmers are very much dependent on them in their day to day life.

1.3.3 Melas
The melas

The rural life has another distinct feature with it and that is the melas which are quite popular in our country and around 25,000 of them are held each year. The classification of the melas can be done according to their nature as the commodity fairs and religious fairs; on the basis of the time period as one day, less than a week or weekly fairs. Normally, the melas have around 800 outlets.

1.3.4 The Local Baniya/ Kirana

A local baniya

‘The local Baniya or the Kirana store as it is popularly referred to in India, is the nearby shop to one’s home that stores goods of basic daily needs like staples, FMCG products and many a times certain snacks which are ready to eat. A typical store stocks close to 1000 units ranging from FMCG products like soaps, shampoos, toothpaste, hair oils, etc. to staples like dal, rice, pulses, etc. Most stores also stock daily provisions and grocery products like cooking oils, juices, dairy products, chocolates, masalas, dry fruits, etc. Some of the retailers also stock unbranded goods like idli mix, etc.'
1.4 MEANING OF ORGANIZED RETAIL

‘Organized Retail refers to the set-up of any retail chain supported by a well defined Supply Chain which usually has a small number of middlemen when compared to the unorganized sector. Due to a number of factors like cutting down of middlemen, removing of bottlenecks along the supply chain, efficiency in the processes, etc., the end user is rewarded with a better product at a cheaper price as against the unorganized retail sector. As the consumer base is growing each minute, the organized retail sector is believed to have a huge growth potential.’

1.5 DRIVERS OF RETAIL CHANGE IN INDIA

There is a drastic change happening in retail in the country. The native bania has bit by bit reworked himself and reformed into a little grocery store. This change is not confined only to the big cities but has rapidly spread to smaller cities and towns as well. The person responsible for this change is the Indian consumer. Following are the reasons that drive retail change in India:

- **Socio- Economic Factors**

  ‘The socio-economic factors are indispensable to the development of a country like India which has a large middle class and a large youth population.

  The increase in life expectancy from 58 years to 66 years and also the easy availability of basic amenities like drinking water and electricity are the prime indicators of socio economic change in the country and so it can be said that there is a definite improvement in the basic quality of life of an average Indian citizen because of organized retail in the scene.

- **Changing Income Profiles**
The economic growth in the country has led to an increase in the personal income of the people, especially the middle class, which actually forms the backbone of the country. The building up of the Indian middle class and the higher income echelons provides a demand for the niche and branded products.

- **Foreign Retailers Looking For Entry Options**

The increasing attractiveness of the sector is also drawing the interest of foreign retailers who are entering the Indian market of retail through joint ventures, franchisees etc. as they cannot start operations on their own. The very first MNC to get into the business was Spencer’s, a tie up between the RPG group and Dairy Farm International, a $10 billion Hong Kong-based company, and a part of the Jardine Matheson group.

- **More Of Working Women And The Evolving Family Structure**

  'The women of today have become economically independent as compared to the past. The purchasing habit of a working woman differs from a housewife, since the former has lesser time to devote to household tasks and so, she would prefer a one-stop shop for purchasing regular products. Besides that, the propensity for spending is higher for a working woman than that of a housewife. The increase in the number of working women will thus lead to the establishment of many retail formats in India. Also, it is seen that a large no. of nuclear families are emerging nowadays which again works in the favour of organized retailing as people have less and less time and so, they want to shop from a place where they can get everything under one roof. Thus, the nuclearisation of families is also seen as one of the drivers of modern retail trade.'
• **Consumer Pull**

‘In today’s demand led market, consumer is the king, and he is the one who calls the shots. Over the past decade, a major evolution within the Indian shopper is seen, reason being the liberalization of the buyer product business that initiated within the mid- eighties, accelerated through the nineties, combined with growing consumerism driven by the media, new opportunities and increasing wealth.

• **New Entrepreneurs**

Since there is growing attractiveness of the retail trade, there are new entrants who are coming up and want to join the industry with new ideas and funds which is obviously a growth driver for the retail.’

• **The Age Factor**

‘When you compare with the other advanced nations, the population in India is much younger that creates a demand for leisure related and impulse products. The increasing youth population starts earning early, and this also increases the overall purchasing capacity in the country.

• **Explosion Of Media**

Now there are more of cable connections and a large no. of channels subscribed by consumers and this media bombardment have raised the expectations of the consumers regarding the choice, variety, value, service and experience of the goods and services offered which becomes a driver for the growth of retail in India.

• **Technological Impact**
The most dynamic change agent today in the retailing industry is technology. With the computerization of the various operations in the retail store, things have become much easier. Much valuable information is processed very easily and the chances of theft have also gone down using the bar code systems, video cameras etc. Besides, the customer life has also become very easy using technology as one can use the debit or the credit card. Also, the toll free numbers have brought about a revolution in consumer ordering and feedback mechanisms.\textsuperscript{13}

- \textit{The Rural Market: Waking Up}

‘Now, the rural market has become one of the important consumption area as it accounts for more than one third of the demand for most key consumer durable and non durable products. The manufacturers of consumer goods have also started developing products and marketing strategies keeping the rural consumer in mind.

- \textit{The Changing Consumption Basket}

Gone are times when an individual used to stick to one job for ages. In today’s time, the youth has no hesitation in switching the jobs and explore the unexplored. They are ready to face the changes and try new things. Also, the media has made things easier for them. There is also an easier acceptance of luxury and an increased willingness to experiment with the mainstream fashion.

- \textit{Increased Credit Friendliness}

The consumers of today are more credit friendly. Usually, when one starts a business, buys a car, purchases a house or any such investment, loans are taken. There are a no. of banks and other sources which provides money on credit and people have no
hesitation taking it. Also, a lot of shopping is done using the credit cards especially the online shopping. This increased credit friendliness has lead to the increase in the organized retail formats.'

1.6 SIGNIFICANCE OF ORGANIZED RETAIL

• Employment Generation

‘Modern selling has the potential for generating employment to an oversized range of individuals in varied retail operations that is very needed in a country like India.

• Increasing Efficiency In Agriculture

The concept of middleman in the food supply chain is no longer in use. Now the systems have become more and more technology driven. The farmers of today are cultivating crops as per the demand of the retailers. Also, the customers are getting benefits of reduced pricing and visa versa the farmers are receiving higher returns for their produce. This has been made possible by organized retail which provides mass marketing of processed and package foods.

• Entertainment Along with Shopping

Today’s time is of having fun with shopping as everyone is so busy and people usually have only weekends when they can shop and enjoy also. An organized retail offers this dual purpose of one stop shopping with many product baskets at a single location and also excellent ambience and entertainment.

• Creating Positive Social Change
Organized retailing is leading to improvement in the local infrastructure by providing various facilities like adequate parking, ATM along with a safe and secure environment which has encouraged the setting up of 24 hrs. convenience stores. This has enabled a positive social change in the industry.

- **Economies Of Scale**

Organized retailing eventually leads to economies of scale as they are going for vertical integration from outlets to establishing the malls.\(^\text{15}\)

- **Rapid Economic Growth**

The Indian economy is growing at a fast and furious pace which has become a driving force for Indian consumerism. Now the Indian consumers are confident about their earnings and they spend a large portion of their high disposable incomes. The analysts project that India has the potential to be labelled the fastest growing economy and outpace the developed economies by 2050.

- **Potential Untapped Market**

In India, the penetration of the organised retail is on the rise and it offers an attractive proposition for both i.e. the entry of new players as well as expansion for the already existing players. Also, the rise in the percentage of the rich and the super rich population with the impressive disposable incomes has opened new avenues providing a spectrum of opportunities in various spheres. Also, the impressive retail space availability and the growing trend of consumerism everywhere has added to the market attractiveness.

- **Low Cost Of Operations**
Organized retail has lead to economies in the cost of operations as now the target areas for retail establishments and manpower sourcing are Tier II and Tier III cities which offer a cost advantage by providing low cost skilled human resources.
1.7 CLASSIFICATION OF RETAIL FORMATS

Fig. 1.1 Classification of retail formats

(Source: Berman & Evans (2007) Retailing Management, Prentice Hall, Pg. No. 5)

1.7.1 Classification On The Basis Of Ownership

- Independent retailer
**An Independent retail store**

‘An independent retailer is one who owns and operates only one retail outlet. Normally such outlets have an owner or a proprietor and other working members in the outlet may be from the family.

In India, there is a huge number of independent retailers ranging from a *paanwala* to stores like Amarsons. An independent retailer has certain advantages like an ease in an entry to the market, one to one rapport with customers etc. but on the other hand, the advantages of economies of scale and the bargaining power with the suppliers is limited.

- **A chain retailer or a corporate retail chain**

  ![Walmart](image)

  **A Chain retailer**

  ‘A corporate retail chain exists when two or more outlets are under common ownership, and are usually having the same merchandise, ambience, promotional schemes etc. Wills Sports (ITC), Louis Phillipe, Van Heusen, (Madura Garments), Arrow (Arvind Mills), Planet M, etc. are a few examples. These retail chains enjoy the bargaining power and also, cost effectiveness.’

- **Franchising**

  A franchise is a contractual agreement between the franchiser and the franchisee, allowing the franchisee to conduct a business under an
established name as per a particular business format in return for a fee or compensation. ‘Franchising may be of the following types:

While the outlets of Van Heusen, Louis Philippe, Arrow and Benetton are examples of individual franchises in India, McDonald’s operates at the level of two regional franchises. Pizza Hut, Domino’s and Subway are also franchises operating in India.'

**Leased departments**

‘These are also termed as shop-in-shops. When a part of a department in a retail store is leased / rented to an outside party, it is termed as a leased department and is a good way to expand the product offering and in India it is specially done for perfumes and cosmetics. Nowadays it is seen that the high traffic areas like malls, airports, multiplexes etc. are having the presence of small retail outlets or counters that are a part of larger retail chains and they have on display a small part of the products sold at the anchor store.

**Consumer co-operatives**

Consumer Cooperatives aim at providing essential commodities at cheap costs. As a national policy, shopper cooperatives are inspired
and developed as a democratic establishment, owned, managed and
controlled by its members, for cover of the interest of the common
customers. The presence of shopper cooperatives has been operating as
a force of the marketplace for the human. To some extent, it has been
victorious in protecting the interest of the people and in cutting down
the costs. Samples of co-operatives in India are the Sahakari Bhandar’s
and Apna Bazaar retailers in Mumbai and Super Bazaar in urban
center. Over the years, shopper cooperatives have developed a worthy
network of four-tier structure with 25,750 primary stores! 

1.7.2 Classification On The Basis Of Merchandise Offered

- **Convenience stores**

  ‘These are relatively small stores located near residential areas, are
open for long hours, throughout the week offering a limited variety of
convenience products. The size of the store is between 3000-8000 sq.ft.
These kind of stores are still not very popular in India, but the stores at
the petrol pumps in major cities like HP Speed Mart and In & Out can
be termed as convenience stores. An important point to be thought of in
Indian context is whether the local *baniya* is similar to a convenience
store.

- **Supermarkets**

  ![An inside view of a supermarket](image)
Supermarkets are usually characterized by large, low cost, low margin, high volume self-service market designed to meet the food and non-food items need of the consumers. The most widely used definition of a supermarket is that of a store with a selling area of between 400 sqm and 2,500 sq.m, selling at least 70% of its merchandise comprising of foodstuffs and everyday commodities.¹⁹

- Hypermarket

The word hypermarket is derived from the French word *hypermarche*, which is a combination of a supermarket and a department store and has a sales area of over 2,500 sq. m with minimum 35% selling space for non-grocery products.²⁰

‘Hypermarkets area unit these days are substitutable with one stop looking. These stores sometimes have the most affordable costs. They nearly always have their own gas station on the positioning. Different facilities on the positioning embody banks with money machines, picture process outlets and pharmacies. A key part of differentiation between the supermarket and also the different retail formats is that they are usually destination locations. The hypermarkets area unit is designed to draw in customers from a considerably massive space with their low value offers.’²¹

Examples of hypermarkets in India include Giant, Big Bazaar and Star India Bazaar.
• **Speciality stores**

A speciality store refers to a store that stores a particular type of merchandise or a single product of durable goods like furniture, household goods, consumer electronics etc. Such a business model is characterised by a high level of service or product information being made available to customers.

These are characterised by a narrow product line, with product depth concentrating mostly on jewellery, apparels, furniture etc. Examples of speciality stores in India include retail chains like Proline fitness station and Gautier furniture.

• **Department stores**

![The typical departmental stores](image)

A department store is a large scale outlet often multi levelled that offers clothing, accessories, cosmetics, household goods etc. from more or less separate departments on different floors.

While department stores have been around in India for a long time, this format of retailing has been a fair amount of action over the past few years. In this category, the players are Shopper’s Stop, Globus, Westside, Lifestyle etc.

• **Off price retailers**
Here, the merchandise is sold at costs lower than that at retail stores. Off-price retailers purchase manufacturers’ seconds, overruns or off seasons at a deep discount. The merchandise that is offered in these stores may be in odd sizes, colors may be unpopular or some minor defects may be there. These kind of stores may be a part of some parent company or they may be a kind of speciality store. The factory outlets in case the manufacturer owns them, may stock only company merchandise. Examples of these include Pantaloon Factory Outlets, Levi’s Factory Outlets, etc. On the other hand, off price retailers owned by the speciality or departmental store may sell merchandise from the parent company as well as merchandise acquired from other retailers.

- **Catalogue showrooms**

Catalogue retailers are those where the customer comes and places the order through a catalogue of the product/s that he would like to buy and then arrangement is done to bring the product from the warehouse for purchase by the customer. Some of the popular catalogue showroom retailers in the world include Argos, Service Merchandise and Best Products. India’s most exciting retail store, Hyper City, has joined forces with Argos, the UK’s best loved high street name, to bring a new shopping experience to the customer.
1.7.3 Non Store Retailing

Non store selling is the absence of the shop and selling on to the client and might take the shape of direct commercialism and direct response promoting. Whereas within the former, direct personal contact must be there, within the latter but, awareness of the merchandise or services are often created accessible through mails, catalogues, phone, tv or net.
• **Direct commercialism**

Direct commercialism is finished once a private contact with the tip client reception or at the place of labor is created and is sometimes in hot water merchandise like cosmetics, jewellery, food and nutrition merchandise, home appliances and academic materials. The girls comprise up to seventy per cent of all sales individuals in India, couples account for twenty per cent and males account for ten per cent. It is expected that the male magnitude relation can be high in the future as some corporations like Modicare and Amway are encouraging men in their sales division.

Direct commercialism might follow the party arrange or the mutli level network. Within the party arrange, the host invites friends and neighbours for a celebration. The merchandise is displayed and incontestible within the party atmosphere and shopping for and commercialism takes place.

In the multi level network, customers act like master distributors. They appoint people to figure with them as distributors and themselves earn commission.

• **Direct response promoting**

‘Direct response promoting inculcates the assorted non-personal types of communication with the buyer and this includes:

➢ Mail Order selling / Catalogue selling

Personal commercialism and store operations area unit is eliminated during this sort of retailing and is sometimes applicable for the speciality merchandise. The client databases
are prepared to develop targeted catalogues that attract to slim target markets. The essential characteristic of this type of selling is convenience.
Tele-marketing

Asian Sky search was among the primary to introduce tv looking in Asian country. This sort of selling needs the publicity of the merchandise on tv discussing its options, price, guarantee etc. An inventory of phone numbers are provided for every town so that the customer can take decision and place the order for the merchandise which can be delivered at home.

Automated vending/ kiosks

![Automated vending machine](image)

An automated vending machine

This is the foremost impersonal sort of selling, however, it provides associate ease and access to customers 24- hrs on a daily basis. The foremost unremarkably seen examples in Asian country are tea and coffee machines at the airports. Not to forget the foremost roaring example in Asian country is that the cash dispenser Machines operated by the banks. This type of selling is incredibly fashionable abroad and is employed unremarkably for soft drinks, newspapers, cigarettes and candy.

The cash & carry
The term ‘Cash & Carry’ as per the name suggests refers that customers do their own order selecting, pay in money and carry the merchandise away. The money and carry could be a wholesale format that aids tiny retailers and businessmen.24

1.7. 4 Services Retail

Put simply, services retail would involve the retail of assorted services to the top client. Key services areas are:

- Retail Banking
- Car Rentals
- Various services like electricity, gas, etc.
- Service contracts which can be entered into for a couple of durable goods like maintenance of water filters, laptop systems, etc.

‘A key space among services retail is retail banking. The operating of retail banking deals carefully with the dealing of business banks with individual customers which incorporates merchandise like fastened, current savings accounts on the liabilities side; and mortgages and loans (e.g., personal, housing, auto, and educational) on the assets aspect. Whereas the connected auxiliary services embrace credit cards or repository sendees.

The typical merchandise offered within the Indian retail-banking section area unit the assorted loans like housing loans, consumption loans for purchase of consumer goods, auto loans, credit cards and academic loans. Still, regular upgradation is needed within the banking sector for itself and the banks.25
It is interesting to note that retail formats can also be mapped in the concept of the lifecycle. This mapping is with reference to the time when they evolved and the current status with reference to the overall sales and customer acceptance. This is indicated in Table 1.1.
Table 1.1 Summary of Key Retail Formats in India

<table>
<thead>
<tr>
<th>Retailer</th>
<th>Format</th>
<th># of stores</th>
<th>Value Proposition</th>
<th>Product Strategy</th>
<th>Pricing Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Bazaar</td>
<td>Hypermarket</td>
<td>75</td>
<td>Is se sasta aur accha kahin nahin</td>
<td>Food &amp; non food incl. private labels</td>
<td>Discount</td>
</tr>
<tr>
<td>Food Bazaar</td>
<td>Supermarket</td>
<td>109</td>
<td>Ab ghar chalana kitna asaan</td>
<td>Food &amp; grocery, incl private labels</td>
<td>Discount</td>
</tr>
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<td>Chamosa</td>
<td>Specialty Store</td>
<td>27</td>
<td>A taste of India</td>
<td>Tea &amp; snacks</td>
<td>Regular</td>
</tr>
<tr>
<td>Future Bazaar</td>
<td>e-store</td>
<td>N.A</td>
<td>Lowest prices. Everyday</td>
<td>Apparel, books, toys, etc</td>
<td>Discount</td>
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<td>Pantaloons</td>
<td>Department Store</td>
<td>35</td>
<td>Fresh fashion</td>
<td>National brands &amp; private labels</td>
<td>Regular</td>
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<td>Central</td>
<td>Mall</td>
<td>5</td>
<td>Shop.eat. celebrate</td>
<td>More than 300 brands &amp; pvt labels Apparel accessories, footwear</td>
<td>Regular</td>
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<td>Blue Sky</td>
<td>Speciality Store</td>
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<td>Accessories like never before</td>
<td>International brands &amp; private labels</td>
<td>Regular</td>
</tr>
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<td>Store Name</td>
<td>No.</td>
<td>Details</td>
<td>Price</td>
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<td>Department Store</td>
<td>Shopper’s Stop</td>
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<td>Feel the experience while you shop</td>
<td>Regular</td>
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<tr>
<td>Speciality Store</td>
<td>Home Stop</td>
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<td>Make your house, into a beautiful home designed by you</td>
<td>Regular</td>
<td></td>
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<td>Hypermarket</td>
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<td>All home needs—furniture, home &amp; health equipment. National &amp; international brands</td>
<td>Discount</td>
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<td>Speciality Store</td>
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<td>Coffee &amp; snacks</td>
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<td>Quantity</td>
<td>Offer Type</td>
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<td>Star India Bazaar</td>
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<td>Chota Budget. Lambi Shopping</td>
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<td>Food &amp; non food</td>
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<td>Speciality Store</td>
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<td>Books, music, toys, gifts</td>
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<td></td>
<td></td>
<td></td>
<td>Food &amp; grocery &amp; basic home needs</td>
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<td></td>
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<td>Spencer's Daily</td>
<td>Supermarket</td>
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<td>Marginal discount</td>
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<td></td>
<td></td>
<td>Food &amp; grocery &amp; basic home needs</td>
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<td></td>
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<tr>
<td>Music world</td>
<td>Specialty store</td>
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<td>Not specifically stated</td>
<td>Regular</td>
<td></td>
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<td></td>
<td>Music</td>
<td></td>
<td></td>
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<tr>
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<td>Specialty store</td>
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<td>Not specifically stated</td>
<td>Regular</td>
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<td>Books, stationery &amp; toys</td>
<td></td>
<td></td>
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<td>RPG Cellucom</td>
<td>Specialty store</td>
<td>110*</td>
<td>Not specifically stated</td>
<td>Regular</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Mobile phones and accessories</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Indicates that data is as of December 2012 ** Indicates that data is as of 31st March 2013 Compiled by the author, from company annual reports and press reports

1.8 CURRENT RETAIL SCENARIO

The retail change in the country is extremely fragmented in nature and it is typically remarked that retail in India is emerging and largely
unorganized. Whereas this could be the case viewed from a ‘mature’ developed world perspective, the truth is that not solely agricultural manufacture however additionally factory-made product like toiletries, tobacco merchandise and even basic electrical/electronic devices are obtainable in the remotest corner of India.

What one sees of the retail sector in Republic of India is simply the tip of the iceberg. As retail isn't considered a trade in Republic of India, it is troublesome to induce an accurate image of the scale of this sector. The native baniya or kirana store, the paanwala and also the vegetable merchant are not making use of technology, still they’re cognizant of the wants and desires of their customers, they understand what and the way abundant to stock and square measure alert to their likes and dislikes. Several of them would additionally understand their customers by name and offer-add on services like free home delivery and credit facilities.

Fig.1.2 Growth Of Organized Retail Trade in India
A large range of analysis of homes, consultants and business federations have speculated on the dimensions that Indian retail is probably going to grow at 25-30 per cent every year within the next 5-6 years, whereas total retail as a sector would grow at the speed of fifty every year.

In the following section, we tend to analyze outstanding sectors in Indian retail with relevance the composition of the world, key players and also the calculable size of the market.

1.8.1 Food Retail

- Food And Grocery

A. The Composition Of The Sector

‘For the aim of this text, Food as a sector has been outlined to comprise of food and grocery and, therefore, the food and beverages sector which might embrace occupation services and restaurants. This would include majorly the food providers and the caterers for meals, snacks or beverages in the form of dine in, home delivery or take away. The composition of this sector is illustrated in Figure 1.3
The Indian food and groceries sector can be divided into fresh groceries, branded packaged foods, personal hygiene products and toiletries and dry unprocessed groceries.

B. Key Players in this Segment

The food and grocery sector in India has witnessed an onslaught of many new players in the market. Key players in this segment include Food Bazaar—the food & grocery chain set up by Pantaloon Retail (India) Limited—and Subhiksha—the Chennai-based food, grocery and pharmacy discount retail chain. Food Bazaar has its presence in Jaipur at the MGF Metropolitan Mall, Bais Godam and Subhiksha is in C-Scheme, Jaipur. In the year 1996, RPG’s foray into the food retail business happened with the supermarket Food World which is now no more a part of it. As of today, the company is operating its food and grocery retail business under the brand name of Spencer’s which owes the position of the largest supermarket chain in the
country spreading across 25 cities with around 125 stores and in Jaipur is located at Banipark and Malviya Nagar.

The AV Birla cluster has conjointly joined the rostrum of organized marketing and has launched a market underneath the name More. The corporate believes its mission is to alter the method folks look, and this it aims at doing by giving them ‘More’. It has its presence in Jaipur at Banipark and Brahampuri.

‘Reliance Retail, an entirely closely-held subsidiary of Reliance Industries Ltd, embarked on with a food and food store in Hyderabad on Lammas, 2006. Currently, Reliance Retail operates its shops beneath the name ‘Reliance Fresh’, that sell food and grocery things. ‘Fresh’, within the name Reliance recent, not simply denotes the standard of merchandise however conjointly signifies the advantages that its shoppers can derive from the various vary of merchandise’. It has its presence in Jaipur at many places including Kishanpole Bazar, Malviya Nagar, Gopalpura Mod etc. In Udaipur, they are at Tak Complex, Hiran Magri, and Daitya Magri areas of the city. In Jodhpur, the store has one of its presence in the Milkman Colony and in Ajmer, it is in Vaishali Nagar.

- **Food Services**

  A. The Composition of the Sector
The food services market will be divided into victuals, café’s and restaurants services. It can further be segregated into fast service restaurants, street vendors, locations which supply solely deduct facilities and places which supply dine-in facilities. Café’s and restaurants would come with pubs and restaurants and hotels and retail locations which supply occupation facilities. Others would come with sales occurring at instructional establishments, clubs, hospitals, etc. The classification is illustrated in Fig 1.4.

**Fig.1.4 Food Services Retail**

B. Key Players in the Segment

One of the key players within the field of food services is McDonald’s with its presence in Rajasthan as: Jaipur at Crystal palm, Gaurav Towers and M.I. Road, Outskirts of Ajmer, naya bazaar in Kota, Celebration mall in Udaipur, Ratanada at National Highway in Jodhpur.

Kentucky cooked Chicken or KFC because it is popularly referred to as, started operations in Asian country in 1995, and was the primary western fast recipient edifice to enter the country. It is there in Jaipur at M. I. Road, Ratanada in Jodhpur, Udaipur City Bus Station and University Road in Udaipur.
1.8.2 CLOTHING & TEXTILES

A. The Composition of the Sector

The terms clothing and textiles would include the fabric manufacturers and clothing would be understood as readymade garments. The term ‘readymade garments’ (RMG) refers to ready-to-wear apparel. This includes shirts, trousers, t-shirts, jeans, ladies’ dresses (Indian apparel such as churidars, kurtas, and salwaarkameez), and hosiery items such as socks and inner wear and kids wear. The classification of the apparel sector is indicated in Figure 1.5.

The textiles sector on the other hand, would include the manufacturers for the various types of textiles, such as synthetic, cottons and blends. This may then be further classified on the basis of the type of fabric like silk, linen, etc.

‘The domestic clothing, textiles and fashion accessories market is estimated to be at Rs. 113,500 crore and about 18% of this market is believed to be organized. It is believed that apparel retail is one of the largest segment of organized retailing in India.'
B. Key players in the Segment

Apparel merchandising for men’s wear has seen vital development in India. Retailers are currently yearning for opportunities within the girls’s attire (particularly ancient wear that women visit boutiques or dress stores) and children’s wear segments.

In mens wear, the key players are Arvind Brands, Madura clothes and Raymond’s.  

In Jaipur Arvind Mills has its presence at various places including Tonk Road, M.I. Road, Malviya Nagar, Vaishali Nagar etc.

Raymonds has its presence at many places in Rajasthan. M.I.Road, Gaurav Towers, Mansarover etc.(Jaipur), Chopasni Road, Eidgah
1.8.3 CONSUMER DURABLES

A. The Composition of the Sector

The consumer goods market is alleged to comprise of televisions, refrigerators, laundry machines, air conditioners and microwaves. The buyer of consumer goods market in Asian country has seen a proliferation of brands and merchandise classes in recent years. The classification of the arena is illustrated in Figure 1.6.

![Diagram of Consumer Durables Sector](image)

**Fig. 1.6 The composition of the Consumer Durables sector**

B. Key Players in the Segment

This segment has seen the emergence of strong regional players. Retailing is done either through manufacturers, stores like
Videocon Plaza, BPL Gallery or through chain stores like Vijay Sales in Mumbai, VG Paneerdas, Vivek’s, etc.

‘Infiniti Retail, a one hundred per cent subsidiary of Tata Sons, launched the primary Croma mega store with eight classes, to quote, home recreation, tiny appliances, white merchandise, computers and peripherals, communication, music, imaging and gambling software system and presently the shop offers quite one hundred eighty national and international brands.’

Other key players within the market embody LG physics Asian nation Pvt. Ltd., a completely in hand subsidiary of LG physics, South Korea and Samsung Asian nation, a one hundred per cent subsidiary of Samsung physics Co. Ltd., a number one supplier of technology product in shopper physics, home appliances, medium and IT.

Sony Asian nation was created as a 100% subsidiary of Sony Corporation, Japan, in 1995. Since its beginning, Sony Asian nation has its footprint across all major cities within the country.

A no. of Sony stores are present in various parts of Rajasthan.

1.8.4 FOOTWEAR

A. The Composition of the Sector

The footwear market would primarily comprise of footwear for men, ladies and youngsters. As illustrated in Figure 1.7, footwear is assessed in keeping with four basic types: shoes, boots, slippers and rubbers and overshoes. It's additional classified into active sports, spectator sports and dress wear. At intervals every kind there would be additional selection, shapes, designs and ornamentation.
B. The Key Players in the Segment

‘Bata Bharat is that the largest company Shoe Organization in terms of sales and also the second largest in terms of revenues. Other key Indian players embrace Lakhani India restricted (LIL), that manufactures and sells animal skin, canvas footwear and sport shoes and Liberty Footwear, that is that the solely Indian company that is among the highest five makers of animal skin footwear of the planet. International players like Adidas and Reebok even have presence within the Indian market.’

Bharat stores are there in Jaipur at Raja park, Malviya Nagar etc. and are also there in other parts of Rajasthan.

1.8.5 JEWELLERY RETAIL

A. The Composition of the Sector
The two major segments of the arena in Asian nation are gold jewelry and diamonds. Gold jewelry forms around three-fourth of the Indian jewelry market, with the remainder comprising diamond decorated jewelry.
B. The Key Players

‘The phase is dominated by terribly little family-owned retailers, and therefore the total size of the market is troublesome to live. Indian households have historically relied on a family jeweller to supply quality assurance. Regional competitions and customs drive demand: most purchases happen at festival periods and to celebrate family rituals like marriages and births.

The Tata cluster started Tanishq within the year 1995. Tanishq challenged the antique jewellers word with Tata’s warranted purity. Tanishq needs to its credit the introduction of innovations like Karatmeter, that is that the solely non harmful means that to envision however pure gold is; the machine created jewelry, that provides way superior end and price to the client and exquisite handcrafted jewelry that influences the varied jewelry traditions of Asian nation. Gili is India’s 1st branded jewelry product of the parent company—Rs 2,000 large integer Gitanjali group—and additionally the primary branded jewelry from Asian nation out there internationally. It brought jewelry to superstores, shops and alternative such shops. It dared to supply a certificate authenticating the standard of the gold and therefore the diamonds utilized in it. It really created the utmost retail worth policy, that wasn't prevailing within the business. Gili brought uniformity by providing identical quality, identical styles and identical valuation across the country.’

Gili And Tanishq mark their presence in the Shoppers Stop and also have their presence as individual outlets in Jaipur.
1.8.6 BOOKS, MUSIC & GIFT RETAIL

Landmark dominates the market job to the requirements of all members of the family by providing a good assortment of books, music, movies and writing paper, superior service and price valuation. Landmark has been the primary distributor within the country to adopt innovation thus enhancing the client looking expertise.33 Presently, Landmark has five physical stores and an internet store — landmarkonthenet.com. and is currently a locality of River Trent.

Planet M and Crossword fall in this category and have their presence in Jaipur.

1.8.7 ANOTHER VITAL SECTOR: FUEL RETAIL/ PETRO RETAIL

‘The petro-retail sector are often termed in concert of the foremost organized sectors of the retail business. In line with the robust GDP growth, the crude oil sector saw a major increase within the consumption of crude oil product throughout 2006-07, with the year on year growth.

Private players have increased their presence within the market, as is proven by the 700 new shops commissioned by them throughout the year. Historically, crude oil retail concerned the activity of evacuating the manufacture, refining, production and distribution. The crude oil firms were primarily the ‘fuelers’ with restricted allied activities around the vehicles. Following freeing within the sector, non-public players were allowed. Essar, Shell and Reliance entered the fray. However, over the years the progress created by the non-public firms has been slow as compared to the general public sector firms.’ 34
1.9 PROJECTED TRENDS IN RETAILING

The retail outlets exist in almost all shapes in India, and they usually range from a paanwala to Shoppers Stop and similar such big stores. Mostly are found the mom and pop kirana stores that are at nearby places, have less of area, limited no. of goods and most importantly zero use of technology, and little or no ambience. The no. of outlets in India have increased from 0.25 million in 1950 to approximately 12 million today. This translates to a growth of 48 times over a certain period when the population has trebled. The well known consultancy firm, Technopak has listed ten retail trends in their recent report entitled Retail Outlook.  

| Trend 1 | Modern Retail will grow but traditional retail will survive- there’s place for both. |
| Trend 2 | Consumption will shift to lifestyle categories – consumers shifting evaluation from MRP to EMI. |
| Trend 3 | New retail formats will emerge and grow- small format cash & carry; investment surge in forecourt retailing: growth of super-speciality format. |
| Trend 4 | Modern retail will witness enhanced private equity infusion. |
| Trend 5 | There will be creation of large retailer brands (private labels)- ‘own label’ branding trend on the rise, more in groceries, home care and clothing; provides profit margin advantage to retailers. |
| Trend 6 | There will be an interplay between retailers and suppliers – branded firms will collaborate with top retailers. |
| Trend 7 | Modern retail will face a few key bottlenecks – talent, retail space and supplier base shortages; India will witness a shortfall of almost one million people in the retail sector by 2012. |
| Trend 8 | New investments will happen in the back-end-enhanced focus on improving the supply chain; process of storing and displaying food will be in focus. |
| Trend 9 | Modern retail will benefit consumers and rural sector– rural retailing formats will ensure quality goods, easy accessibility and low rates: typical monthly shopping bill will reduce by at least 10%. |
| Trend 10 | Consolidation will increase in the retail sector– consolidation, through M&As, will increase and become the norm. |

### 1.10 EMERGING NEW TRENDS IN RETAILING

- **Online Shopping**

  ‘In this era of cut throat competition, most of the companies are looking for unconventional ways of marketing and the internet has been found to be the best among them. Internet is an “anytime anywhere” medium that has given birth to entirely new business models and opened completely novel opportunities for global marketing. Today, almost all
business firms use internet to provide information about the firm, their products and services as it offers a high degree of interaction and provides customers unprecedented benefits, from convenience to bargain prices. Technological developments have transformed the internet into a mainstream business medium. With the popularity of online shopping, someone with an idea for a new retail business no longer has to think to open a storefront. But that does not mean that there is no longer a need for retail stores or that all business ideas work well online. If one is trying to open a store, he needs to take into account the product, the patron one is directing at and the overall business goals and then decide whether or not a retail front or on-line store can work best for the little business.36

In India, internet penetration is becoming more widespread because of a number of reasons like bandwidth becoming readily available, low internet tariffs, cheaper computer hardware etc. The growing usage of the most interactive medium, the internet, among Indians provides an opportunity for undertaking a fundamental research to understand the attitude of Indian customers towards online shopping.

**RFID Adoption**

RFID, one of the promising technologies of recent years, is a major enabler for tracing & tracking of goods and assets around the world. Several reports from books, journals, and studies have revealed multiple benefits of this new technology to the prospective users. This technology is expected to revolutionize the conventional supply chains, making them real-time and more efficient, with near-total visible inventory across the material flow. According to ABI Research, the worldwide RFID market will experience a 15 percent compound annual growth rate between 2007 and 2013. RFID is being accepted globally as
a technology for automation. Success of pilot projects and rollouts by retailing giants like Wal-Mart, METRO has raised great expectations in this industry for improving their supply chains. Anticipating the potential benefits, almost all major retailers in the advanced world are setting up timelines for the adoption of RFID across their supply chains.\textsuperscript{37}

- **Virtual Shopping**

This technology breakthrough took place recently in Korea and particularly Seoul where TESCO has opened the world’s first virtual shopping store. The shelves in the store are having the LCD screens and the buyers are required to choose their desired items by just touching those items. At the checkout time, they get a bag with the items they have chosen. This technology is greatly helpful to customers as they do not have to move a lot in the store carrying the bulky items with them. This gives them a more pleasant shopping experience.

Also, those shoppers who cannot come to the store, TESCO has pasted the virtual screens for them at the subway stations from where they can order by touching the screens and when they are back home they get the parcel delivered there.\textsuperscript{38}

- **‘Instant’ Real-Time Engagement**

‘This system is really helpful for the retailers as it influences the customer’s purchase decision while he is in the store not when he is away from the store at his home. If the customer buys a particular apparel, and the retailer is able to suggest some matching to it, or give him some small offer on the spot when the customer is in the store, the person may land up buying it which would raise the sales of the store. This way the retailer is able to cross-sell and the customer can monetize his visit to the store. Peter England, recently launched a real-time
engagement campaign with Capillary, by sending recommendations to customers in store on their current purchase and past transactions through SMS and noticed a good percent of increase in sales due to this.

• *Gesture- Driven Technology*

In this type of technology, the users movements and gestures are being added to traditional methods in new layers of interaction. One of such technology that is popping up is virtual fashion mirror or the virtual fitting room in which a customer can choose from a variety of apparels available and without putting his clothes off can see how that particular apparel would look on him and this way can try a lot of them and mix match just on the touch of a finger. Multi-bit surfaces in stores place the purchasers pictures into the ad, creating the searching expertise a lot of personal.

• *Location Based Shopping Technology*

More or less nowadays everyone has a smartphone and the location-based shopping (LBS) technology targets such customers. Shopkick, one of the leaders in location-based shopping helps retailers to be in touch with their customers by inviting them to the store by a message, displays the latest and hottest products on the customers phone screen and even awards points just for walking in the store if a customer is in the vicinity of the store and is having shopkick application running even in the background.

• *Clienteling*

This is the method of providing a one to one personalized services to clients in a retail environment. In this type, each time a customer has purchased something from the store is recorded in his personal data so that the next time he visits the store the person at the floor can assist his
buying by looking at the previous preferences and purchases. Specially this practice is being followed in the restaurants where the staff sees that what was ordered by a customer in the past and recommend dishes accordingly. This type of service has been made possible because of the tablets and smart phones which now everyone can afford because they start from a very low range and the various details can be stored in them effectively.

- **Customer Lifecycle Management Tools**

  The customer lifecycle management tools help the retailers to classify their customers in small clusters on the basis of their demographics, purchase data etc. and then make long term focussed campaigns for each of them. For Example, one of the leading pizza delivery chain uses Capillary’s patented customer lifecycle management tool to categorise its customers on the behavioural indicators such as the preferred day and time of shopping. Suppose, a customer has been seen ordering continuously on Sundays 2 pizza’s for lunch, then such a customer may get a message at 11 am on Sundays offering a vegetarian starter at discounted prices along with the pizza. In most of the cases the customer ends up taking the offer. This way the sales increase to a large extent. This type of system is fully automated and requires minimum involvement of the retailer and at the same time increases profit and longer customer engagements than would have been otherwise.

- **Mobile Wallet**

  Mobile Wallet or M- Wallet is another technology that is making waves and in India we have NGPay, a leading mobile wallet company with already 1.5 million users and the edge that it has over other technologies is that it works not only on smartphones but on all feature mobile phones. Also, they allow users to connect to their loyalty memberships
and credit credits giving a hassle free and a different shopping experience to them. With the popularity it is gaining, many loyalty service providers in India have integrated their solutions with these applications.

Another significant feature that they enjoy is that they can be SMS based, which creates a huge opportunity for retailers throughout. M-Wallets also let a user send money to other users with just an SMS, without the need of a bank account.\textsuperscript{39}

\section*{1.11 OPPORTUNITIES FOR ORGANIZED RETAIL}

\begin{itemize}
  \item \textit{Metros – In – The - Making}

  `Many railroad retailers area unit expected to open shops in these cities to profit from the “First-Mover” advantage, and gain an edge in these cities. These cities offer ample opportunities, particularly for the food and grocery formats, with lower lease rentals and high accessibility of retail area, access to farms and agricultural manufacture. Overwhelming category accounts for over sixty per cent of the whole households, giving potential within the food and grocery, goods and attire verticals.

  \item \textit{The ‘ First Mover’ Advantage}

  More than seventy two per cent of India’s population resides in little cities and rural areas with agri-produce merchandising forming the most important share of total retail pie in these regions, giving immense potential for food and grocery vertical with client preference tuned towards worth merchandising. Players like Reliance Retail, Hindu deity Birla Nuvo Group’s Trinethra food market etc. have aggressive plans to tap opportunities in these rising cities in appropriate formats. Players World Health Organization have already established their presence
within the high metros of the state and are already designing their establishments in these rising cities and regions to achieve the first-mover advantage over alternative entrants.

- **Innovative Formats**

  Formats like “Wedding Malls”, that are unparalleled within the way west are found to be are terribly eminent within the Indian market. The marriage Malls as an example, stock the entire vary of wedding product offerings from attire to jewelry. The retail trade players are with success mixing data from the experiences of the world retail trade with the distinctive needs and preferences of the Indian consumer. Such customisation to the latent desires of the Indian client has caused a good deal of innovation within the product offerings furthermore the retail formats within which they're being sold-out. \(^4^0\)

- **Online Retailing**

  The ‘Click-to-buy’ development is quick catching up in India, with increase in range of broadband and dial-up web connections, restricted personal time for searching, augmented use of plastic cash and huge base of young population that spends a substantial time on-line. The explicit factors are facilitating rapid climb of on-line searching with the business players scaling up to satisfy the patron needs. Most retailers are developing and maintaining their own on-line sale portals for straightforward client access, facilitating on-line purchase of merchandise. Players like Rediff.com, eBay.in, Indiatimes.com were a number of the first entrants within the Indian on-line retail area, duration spectacular revenues through on-line transactions.

  With added services like cash-on-delivery to facilitate on-line transactions by shoppers while not credit/ revolving credit, distinctive bidding schemes etc, e-commerce is quick gaining acceptance in India.
• **Rural Retailing**

Rural marketing constitutes quite ninety five per cent of total retail revenues, with quite seventy per cent of India’s population focused within the rural areas. Rural hypermarkets square measure growing at a blistering pace meeting the distinctive necessities of the agricultural shopper. The vary of services provided by the agricultural retailers extends from making a platform to shop for and sell farm manufacture, to banking services, to restaurants etc. One among the key players within the rural retail section is ITC with its Choupal Sagar initiative. Alternative samples of players and their services within the rural retail section square measure DSCL’s Hariyali Kisan Bazaar and Indian Oil Corporation’s Kisan Seva Kendra. The shops give a spectrum of offerings together with agronomist-consultations, agri-inputs, and monetary services, aside from the traditional marketing services.

• **Leisure And Entertainment Market**

Entertainment retail is redefining Indian lifestyles with the speed of growth within the variety of multiplexes and recreation zones matching the expansion story of malls and retail area. Reliance Infotech’s Adlabs, Shopper’s Stop’s Timezone have aggressive enlargement plans within the pipeline, with retailers exploring the venture possibility with international giants within the sector having a worldwide presence.

• **Cashing In On The Transit Channels**

Infrastructure sector in Asian nation is booming with many capability building measures being undertaken sharply by the central and state governments. Construction of recent airports and development of railway rail systems equalling premium international standards is a replacement realm of selling opportunities in these transit points. Airports Authority of Asian nation has commenced the upgradation of
nine railway airports and fifteen non-metro airports, with stress additionally on development of retail house within the airports. The venture between Shopper’s Stop and therefore the subtlety cluster conductor has won the contract for putting in non taxable and duty-paid selling retailers at the future Bangalore and Hyderabad International Airports. The Mass rapid transit System, presently operational in Delhi, and underneath construction at different railway cities like Bangalore and Hyderabad is additionally expected to supply massive retail potential.

1.12 CHALLENGES TO ORGANIZED RETAIL

‘To achieve associated maintain a position in an existing market, a prospective retail institution should overcome the subsequent hurdles

• **Regulatory barriers including:**

  a) Restrictions on land purchases, particularly as obligatory by native governments and against "big-box" chain retailers;

  b) Restrictions on foreign investment in retailers, in terms of each absolute quantity of finance provided and proportion share of stock (e.g., common stock) purchased;

• **Unfavorable taxation structures,** particularly those designed to punish or exclude "big box" retailers;

• **Absence of developed provide chain and integrated IT management;**

• **High aggressiveness among existing market participants and ensuing low profit margins,** caused partly by constant advances in
product style leading to the constant threat of product devolution and value declines for existing inventory; and

• **Lack of properly educated and/or trained men**, typically together with management, caused partly by lack of instructional infrastructure sanctioning prospective market entrants to retort to the higher than challenges.\(^{41}\)

The trade is facing a shortage of middle management level professionals. Major retailers square measure hiring sharply from the similar and smaller organizations by giving higher packages. They are making varied levels of management and hiring on a spree.

Some of the areas like technology, provide chain, distribution, logistics, marketing, development and analysis have become terribly vital for the success of the organizations. All of those would result in the accomplishment of extremely skilled folks that concentrate on these fields.

The sector is probably going to provide two million jobs within the coming back three years. There additionally exists an occasion that the retail sector would become a cooking ground once variety of domestic and international players enter the trade.

• **Supply Chain Management**

The retail situation is characterised by supplying challenges, constant changes in shopper preferences and evolution of recent retail formats. All this will increase the challenges long-faced by the trade. Varied ways square measure to be enforced to enhance core business processes, like supplying, innovation, transparency etc. Retail majors square measure below serious pressure to enhance their provide chain systems
and distribution channels and reach the amount of quality and repair desired by the shoppers.

• **Frauds in retail**

It is one of the first challenges the businesses would got to face. Frauds, together with vendor frauds, thefts and quality in superintendence and administration measure the challenges that are tough to handle. This can be there even when the security techniques, like CCTV's and POS systems are there.

• **Challenges with Infrastructure and supplying**

The lack of correct infrastructure and distribution channels within the country ends up in inefficient processes. This can be a serious hindrance for retailers as a non-efficient marketing is extremely tough to handle and may lead to vast losses. Infrastructure doesn't have a robust base in India. Urbanization and globalisation compels firms to develop infrastructure facilities. Transportation, together with railway systems, should be economical. Highways got to meet international standards. Airdrome capacities and power provide got to be increased. Warehouse facilities and timely distribution square measure alternative areas of challenge. To completely utilize India's potential in the retail sector, these major obstacles got to be removed.
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