PREFACE

Liberalisation and Globalisation has changed the face of retailing in India in the last five years. Organised retailing understands the consumer’s need and tries to deliver real services of retailing in the country. Malls provide special privileges in the form of comfort in buying inside the store, wide range of offerings, deep assortment of almost all the packaged food and FMCG products, attractive sales promotion scheme, value added services to consumers at the doorstep and make new products available to consumers. Due to such attractions, consumers change their buying habits and switch over to malls from conventional kirana store. Retailing has been corporatized by the organised retailers which creates negative impact on the small unorganised retailers. An attempt has been made to examine the impact on unorganised retailer of major cities of Gujarat in the present research work. Small unorganised retailers have inheriting problems of low capital, shabby outlets, limited stock and limited space etc. However, the researcher has made an attempt to evaluate various marketing strategies adopted by unorganised retailers. The counter action of unorganised retailers has been studied in the research with reference to various aspects of retailing.