ABBREVIATIONS

CAGR –  COMPOUNDED ANNUAL GROWTH RATE
EAN –  EUROPEAN ARTICLE NUMBERING
ECR –  EFFICIENT CONSUMER RESPONSE
EMI –  EQUAL MONTHLY INVESTMENT
ERP –  ENTERPRISE RESOURCE PLANNING
FDI –  FOREIGN DIRECT INVESTMENT
FMCG –  FAST MOVING CONSUMER GOODS
FY –  FINANCIAL YEAR
GDP –  GROSS DOMESTIC PRODUCT
GIDC –  GUJARAT INDUSTRIAL DEVELOPMENT CORPORATION
GSVP –  GROSS STATE DOMESTIC PRODUCT
IMR –  INFANT MORTALITY RATE
IT –  INFORMATION TECHNOLOGY
ITC –  INDIAN TOBACCO COMPANY
ITES –  INFORMATION TECHNOLOGY ENABLED SERVICE
LNG –  LIQUEFIED NATURAL GAS
LPG –  LIQUEFIED PETROLEUM GAS
MRP –  MAXIMUM RETAIL PRICE
OLAP –  ONLINE ANALYTICAL PROCESSING
RAI –  RETAIL ASSOCIATION OF INDIA
RFID –  RADIO FREQUENCY IDENTIFICATION
SCM –  SUPPLY CHAIN MANAGEMENT
SEZ –  SPECIAL ECONOMIC ZONE
SKU –  STOCK KEEPING UNIT
Sq.m –  SQUARE METER
STP –  SEGMENTING, TARGETING & POSITIONING
TFC –  TWELFTH FINANCE COMMISSION
VAT –  VALUE ADDED TAX
VMS –  VERTICAL MARKETING SYSTEM
WWW –  WORLD WIDE WEB