OBJECTIVES OF THE RESEARCH:

Overall the objective of this research study was to make an indepth study into the various aspects of the retail branded readymade menswear garment in India with special emphasis on the Kolkata market. The primary research of the study had been made on the basis of the Kolkata market. As readymade branded menswear garment is an important constituent of the fashion retail industry, a detailed study has been made into the fashion industry and its various aspects to have a better understanding of the topic. Apparel Retail industry is the sunrise industry and the booming sector in the Indian economy with the increasing share of the organised sector. The sector is becoming more and more competitive and challenging with the entrance of the foreign brands and FDI in the pipeline. As a result lots of research is still going on in this sector. The consumer perceptions and interpretations are also changing day by day. But very few studies have been made on the retail sector of the branded readymade garment sector in India and especially in the menswear. Defacto, no study of this type has been made in the Kolkata market and as Kolkata is one of the most happening metros not only in India but one of the most happening cosmopolitan city in the sub continent of Asia, I felt this type of study is very much required to give considerable amount of business insight and direction to the retailers especially for those who are joining the bandwagon with new ventures. This study focused on the front-end aspects of the retail operations with special focus on the consumers. The primary focus of the research was to find out the detailed customer insight and their expectation from the retailers. The customer relationship management and the level of the customer service on behalf of the retailers were also taken into consideration. This research tried to find out the exact market scenario of the retail market in the branded menswear garment segment in Kolkata. A part of the study also focused on the retail branding strategies and the importance of the various brands available in the menswear fashion industry. The connotations of the branding will be discussed in details. This research also tried to find out the exact scenario of the retail market in India. This research also tried to find out the changing customer buying behavior focusing on the consumer lifestyle pattern. The research also focused on developing and implementing effective merchandising in the form of private and national brands taking into consideration the current one.
The research also focused on how to establish and maintain a retail image by the retailers in form of visual merchandising.

The research attempted to chalk out effective promotional strategies for the big retailers to make a better marketing communication.

The research tried to focus on the customer relationship management and the various existing customer loyalty programmes in the branded menswear market.

The research also focused on the apparel sector of the fashion industry and the fashion industry as a whole in India with special emphasis to Kolkata market.

At the end of the study an attempt has been made to develop and formulate effective retail marketing strategy for the retailers with special emphasis to the Kolkata market after considering all the above-mentioned factors.