PREFACE

The business of retail in India has seen significant changes in the last few years. We have seen the emergence of the new formats and the application of global concepts and constructs with modifications to suit the Indian environment. It not only provides the Indian consumer a wide choice, but also represents a very large employment opportunity for people with diverse skill sets. The present retailers are striving to provide a seamless shopping experience for their customers whether they shop in their stores, place orders from catalogues, or purchase merchandise from their websites.

In this study the researcher has observed three important aspects in retailing. First, retailers are increasing the sophistication of retail operations and decision-making tools for coordinating their supply chains, buying merchandise, and managing store operations. They are using customer database and decision support systems to tailor assortments to local markets, schedule sales associates, set prices for merchandise, and target promotions to customers.

Second, retailers are increasingly looking to international markets for growth opportunities. For instance, Carrefour, France’s hypermarket chain is the second-largest retailer in the world and operates in 25 countries. To compete globally, retailers must be tuned to the needs of their local markets but exploit the scale economies gained through centralized purchasing and common systems.
Finally, the retail traders are suffering from several problems which hamper their spontaneous growth. The retail outlets concerned are small but their problems seem to be many. Attempts have been made to highlight the problems based on the empirical evidence obtained by the researcher. Moreover efforts are also made to analyze the reasons for the problems that are identified so as to suggest appropriate measures to resolve the problems.

Retailers are playing crucial role in supplying goods to the customers in India. In the light of the above background the present study “A study on problems of retail traders in Guntur district with special reference to financial problems” undertakes to examine the growth and evaluate the impact of retail trade on customers in Guntur district, and hereby to suggest some measures that would improve the performance of retail traders in the years to come.

The researcher hopes that the present study would be helpful to retail traders, who have been engaged in the functioning of rendering services to the customers in Guntur district. The researcher suggests’ the measures to remove the problems faced by the retailers in the district. It is also expected that the present study would encourage further research in the field of retail sector.

The present empirical study has been divided into six chapters. The **First Chapter** deals with the introduction, retail segment analysis, trends
in Indian retailing industry, prospects in retail trading, the growth of retail industry, present scenario of retail industry, demographics and consumer behaviour, opportunities in retail sector. The **Second Chapter** deals with objectives of the study, research design, hypotheses of the study, methodology, selection of the sample, sources of data, tools of analysis. The **Third Chapter** deals with history of Guntur district, geographic & demographic elements, retailers’ performance in Guntur district and profile of respondents in Guntur district. The **Fourth Chapter** deals with interpretation and analysis of respondent’s opinions, problems, statistical analysis testing the significances and correlation between the problems. The **Fifth Chapter** deals with financial strengths, and weakness of retail traders, financial sources and problems, the role of banks in promoting retail industry. The **Six Chapter** deals with summary, findings, conclusions and suggestions.