SYNOPSIS

Title: A STUDY ON THE IMPLICATIONS OF ORGANIZED RETAILING IN INDIA RELIANCE FRESH

ABSTRACT

The paper discusses on the significant role of retailing sector that is been rapidly developed in India. Though, the unorganized retailing sector has been dominating over the years, the advancement of technology and emergences of MNCs have made the organized retailing sector to develop at a rapid speed. In this paper, an attempt is made to highlight on the various form of retailing and the emrging scenario of retail sector in India. The field survey results obtained from the survey and the study on existing research reports are summarized and briefly presented.

INTRODUCTION

The Organised Retail industry has been the talk of the business world with some of the big players like Reliance Digital, Chroma & Big Bazaar. These stores are looking to maximise market share by attracting consumers on the basis of competitive pricing schemes as well as variety. Presently, single brand showrooms and outlets dominate the lower middle class segment of prospective buyers, these buyers reside mostly in sub-urban areas as well as small cities & towns where there is less infrastructure as compared to metropolitan cities. They provide sales in smaller quantities along with highly personalised relationship.

Nonetheless, only 3% of Indian market is organised retail (Business Today, 2024) which leaves a gigantic gap for organized retailers dealing in electronic goods to fill. A recent Price Waterhouse Coopers study suggests that the size of organised retail in India is only $666million which is likely to grow 30% per-annum. However, potential of organised-retail soars high as it is a $300billion industry which has set the stage for organised retailers to gain substantial market-share.

OBJECTIVE OF THE STUDY

→ Indian retailers are providing creditworthiness to their customers and also providing good relation to their customers while the organized retailers are good space for visiting and parking.

→ To study the strategy using by Organized and Unorganized sector to survive in this competitive market.

→ To present the future constraints of retail sector in Ahmedabad city.

→ The aim of the study is to identify the factors affecting consumer preference related to shopping at organized retail store and unorganized retail stores.

→ To identify the reason for people select unorganized retailing for shopping (local market).

→ To know about the selling technique through which the consumer are attracted towards the organized retail's (shopping malls) products & services.

→ To know about the situation for present retailing industry in Ahmedabad city.

→ To find out Does Festival season's advertising has any impact in the minds of consumers.

→ To understand the nature of merchandise budgeting and unit planning.

→ To understand the concept of relationship marketing and how does it apply to theOrganized retail and unorganized retail sector.

→ To find out, what attributes consumers are looking for in retailing product,

SIGNIFICANCE OF STUDY

The following are the Significances of the Study:-

→ This study report will help to Retailing Companies in improving their selling strategy

→ The report contains the suggestions and findings of the product of the company which will help them to improve their quality of the product.

→ The study work did on the basis of the retailer viewpoints which will help the company to understand the customer needs, requirement, perception and many more things.

→ The report's conclusion and suggestion will help the companies to understand the coverage of the market with the use of sales strategy and also provide the idea to the company in findings the necessary field where the product is highly demanding.

→ This report will help to the society or in commercial sector who wants to go for research work in future on Retailing industry.

Research methodology

Research design

→ Research design is a one kind of framework or blueprint upon which whole process going on. In this we have to clearly define that which method of the research we have to follow. It may be based on the judgment or situational objectives.

→ A research design specifies that method and procedures for conducting a particular study. The researcher should specify the approach be intends to use with respect to the proposed study broadly speaking research can be groped in to three categories.

      i. Exploratory (ambiguous problem),

     ii. Descriptive (aware of problem),

   iii. Explanatory (clearly defined problem).

Exploratory Research Design

An exploratory research design focuses on the discovery of ideas and is generally based on secondary data.

Descriptive Research Design

A descriptive study is undertaken when the researcher want to know the characteristics of certain group such as age, sex, income, education level etc.

Explanatory Research Design

A casual researcher is under taken when the researcher is interested knowing a cause and effect relationship between two or more variables.

Sampling Procedure

For collecting the data from the population I have used simple random sampling method to get the sample from the population. This enables us to make the study easy and create fewer disturbances, and study work can be completed in the less time.

Sample location

I am choosing different areas of Ahmedabad city for the research to be carried out.

Sampling Method

Any organization whether big or small, private or public need different types of information are to know its popularity. I have gathered secondary data and primary data and collected information from the combination of these two data.

→ **Secondary data:-**

Secondary data consist of information that already exists somewhere, having been collected for another purpose. I have gathered secondary data from website of different operators, different magazines, newspapers and libraries.

→ **Primary data:-**

I have taken great care while collecting primary data to answer that it is relevant, accurate, current and unbiased. I have taken a sample of 200 people. I have visited them personally to get data.

Sample Size:

Sample size is to be taken to make the study easy in a shorter Time, period in less and effective timing two hundred questionnaires are to be taken for gathering the Information from the population of the Ahmedabad. The sample size taken in this study is 384 and the data are gathered through questionnaire.

Data collection

Data collection is one of the important tasks in research on the basis of collected data analysis is done upon which Take effective decision. For collecting the data various types of Instruments are used like, questionnaire, telephone interview, Mail interview, here in this study we are using questionnaire.

Types of data used in data collection

Primary data

Preparing a Questionnaire is collecting the primary source of data & it was collected by interviewing the investors. These are the data which are not collected before by any of the competent person. This are the data collected by the researcher himself for the study purpose

Secondary data

These are the data which already exist. For having the detailed study about this topic, it is necessary to have some of the secondary information, which is collected from the following:-

- Books.
- Magazines & Journals.
- Websites.
- Newspapers,
- Ebscohost, etc.

In this study I have used Questionnaire for the primary data collection and for secondary data collection I have used internet, magazines, reference books and articles which are necessary for my project completion

DATA COLLECTION INSTRUMENT

To come at the particular result we have to collect the data from the respondents through various ways. In this report work I have used the questionnaire to collect the data from the respondents.

CHAPTERISATION

Detailed/final Project Report will include the following chapters

CHAPTER –I

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

CHAPTER –II

- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

Books :

1. Kishore Biyani (2007), It Happened In India (1" Edition), Rupa Publications.

2. Stephen Covey (1994), the Seven Habits of Highly Effective People (6' Edition), Simon & Schuster UK Ltd.

3. Anthony Robbins (1992), Awaken the Giant within You (1 " Edition), Simon & Schuster UK Ltd.

4. Robbins, Stephen P. (2004), Organizational Behaviour (10th Edition),

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