

WHITHER RETAIL MANAGEMENT IN INDIA-THEORY BUILDING

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ABSTRACT

Retailing is the final stage of an economic activity which comes under service industry. Retail Management as the study mentioned throws light on the current status of Indian Retail management which is still in nascent stage. In the context of retailing in India, Mom and pop stores accounts to 93% of retail market and occupies dominant role even now in India. Whereas 7% accounts to organized retail formats which is commonly known as organized retail or it can be called as Modern retail. This paper is taken up to gain broader insight on Retail Management which specifically addresses the process in retail and predicts the trends in Retail management in India.

KEYWORDS: Retail Management, Managing Retail, Retail Format, Organized Retailing

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