

THE PROSPECT OF UNORGANIZED RETAILING-A STUDY OF UNORGANISED RETAILERS VIEWS WITH SPECIAL REFERENCE TO SELECT DISTRICT

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ABSTRACT

Retailing in India can be generally characterized into organized and unorganized system of retailing. Organized retailers are incorporated under the government body such as Income Tax and Sales Tax. But, the mass of portion encompasses of unorganized retailers such as petty shops. The intention of the study is to recognize the various effects of organized retailing on unorganized retailers. The primary data collected by governing a structured list of questionnaire with 100 retailers of Mahboob nagar District. This study clearly spotlight that the unorganized retailers are facing solid competition with the organized retailers. This has been makes an impact negatively which results in reducing their sales, profit, and employment significantly. The consumer credit, operational cost also increased up to certain level because of the presence of organized retailers. Therefore, the initiatives steps should be taken to safeguard the interest of the unorganized sector as this sector devising the employment opportunity to the majority of the society.

KEYWORDS: Retailing, Retail Sector, Unorganized Retailing & FMCG

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