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## INDIAN RETAIL INDUSTRY: EVALUATION & ANALYSIS

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### ABSTRACT:

Indian retail business may be positioned around the ten biggest retail business sectors on the planet. Those behavioral shifts of the Indian shopper and the rise for newly organized retail formats have changed the face of retailing. With the growth of budgetary development on India Consumer procurement is being presented as an important opportunity area in retail. As a result, Indian corporate houses are re-establishing their strategic approach in retail marketing with consideration of building core competencies and optimally utilizing resources to gain competitive advantage.

The subject of the study is to explore a better strategic probability for the retail industry in India and hint ideas so that corporate strategists can equate both qualitatively and quantitatively. On the basis of qualitative decisions, a retail unit can be given an overall understanding of expected performance which can be further confirmed by quantitative analysis.

**KEYWORDS:** Indian retail business , biggest retail business, better strategic probability.

### INTRODUCTION

The word retail comes from the French word merchant, aiming to cut or break a chunk. Therefore, a retail dealer could be a dealer or man of affairs who sells merchandise in little quantities. Retail exchange need raised as a standout amongst the biggest business helping over professional job generation, income generation, and expanded turnover furthermore a lot of people more. Organized retailing is a sign of enormous creativity. this. It has emerged as one of the most dynamic and fast-paced industries with many

a matter of fact, retailing in India is slowly making its way towards becoming the next boom industry. This study provides detailed information about the development of the retail industry in India. It inspects the developing consciousness and brand cognizance around kin for different socio-investment classes to India once how urban also semi-urban retail business sectors would seeing huge development. The study includes growth, strategy, strengths, and retail store opportunities in India, retail format in India, recent trends and opportunities and challenges. The study concludes with the potential impact of the entry of global players into the Indian retail industry. It also

by the industry in the near future.

Currently, retail and real estate are two of the fastest growing sectors in India. If experts are to be believed, then the possibilities of the two fields are mutually dependent. One of the largest industries in India, retail, has emerged as one of the most dynamic and fast-moving industries with many players currently entering the market. More than 10 % of the country's GDP and about 8% of employment in India retail sales are gradually moving towards becoming the upcoming booming industry.

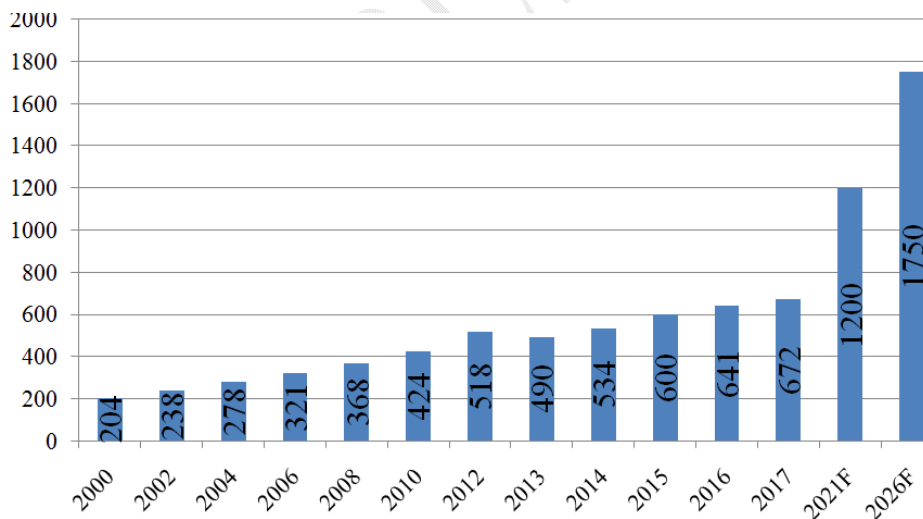
players entering the market. As | highlights the challenges faced |

**DEVELOPMENT OF INDIAN RETAIL MARKET**

Back centuries; Retailing started as a very ancient business but has grown tremendously today. Earlier people were performing business with their neighbors. Goods were exchanged between them. Gradually people start gathering themselves in a given neighborhood, providing a geographical location to exchange. This not only increases the performance of a good, but also greatly helps in the development of a more formal system. Issues of transportation, safety, and some other facility generated, as people doing business increased. Due to this semi-formalizes system, small scale groceries started, where people provided more chances to develop retail in their neighborhoods. After some time the issue of preference came customers have limited options at that time. This was the time of start-up of the concept of everything under one roof. Year after year joint family concept converted into nuclear family. Now the days we see that all the members of family are earning in maximum families and this development changes the lifestyle too. Since then organized retail stores came into existence rather than mom-and-pop type stores.

**EXECUTION OF RETAIL INDUSTRY**

For today's progressive and unstable benefits of the business world, the retail business is always propelling itself. For a perpetual show about client choices, savage competitors, across the board utilization of the Internet, what's more, an intricate worldwide economy, retailers need should concentrate on finding approaches to manage furthermore develop their organizations. Conventional advancement models that concentrate on rolling crazy additional saves also including additional result lines no more delight in the return for the investment they once settled on. Great retailers would the individuals who have the ability to adjust furthermore transform in the world and create better approaches with serve customers, deference the Progress for current patterns also embrace appropriately.



Market size over the past few years (US\$ billion)

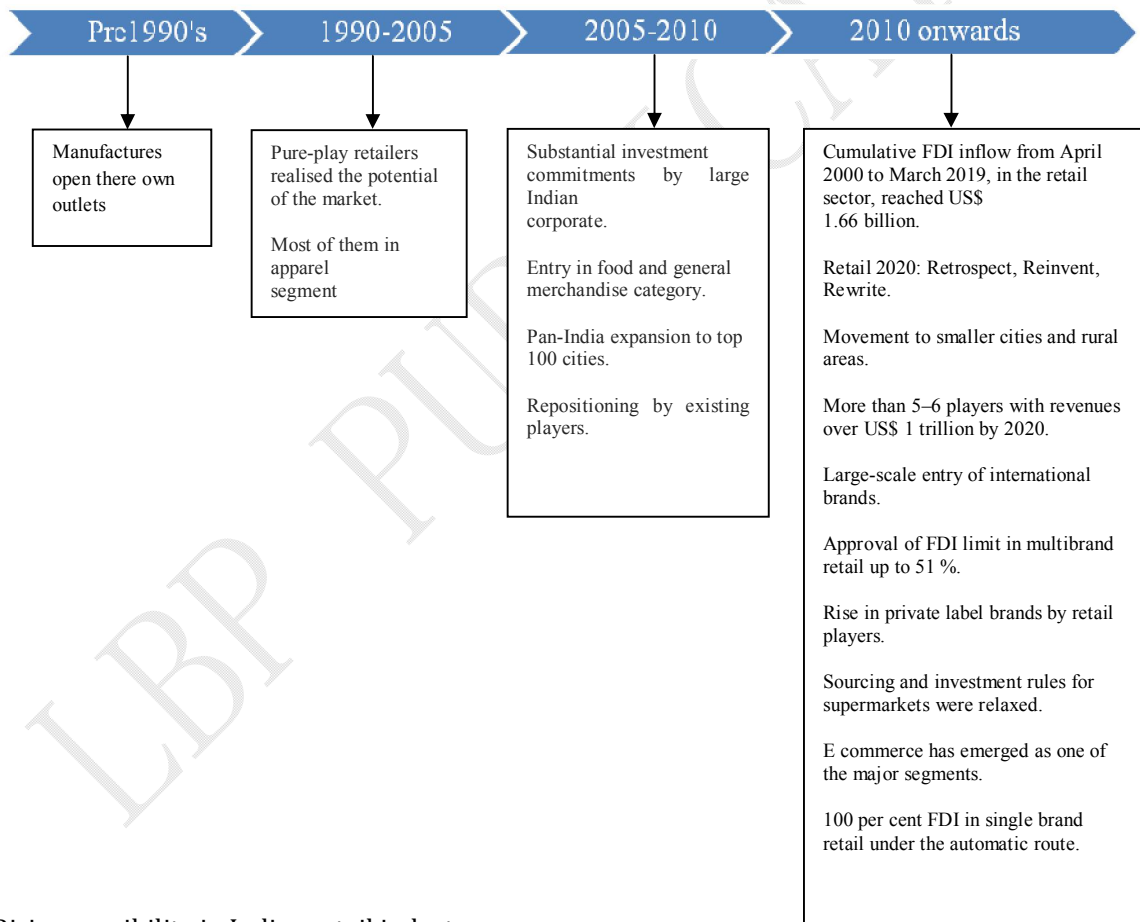
The retail industry in India is hailed similarly as a dawn segment also will be evaluated will double previously, US\$ 950 billion in 2018 at CAGR – **Compound Annual Growth Rate** of 13 per cent and expected to reach US\$ 1.1 trillion by 2020. India is the world’s fifth largest global destination in the retail space. Retail market in India is projected to grow from an estimated US\$ 672 billion in 2017 to US\$ 1,200 billion in 2021forecasted. The awful news is withstanding that truth that India needs a standout amongst those biggest numbers of retail outlets in the World, composed retail accounts for just 9% of the aggregate market. This makes it particularly was troublesome with apply complex promoting what’s more bargains tools, improve customer interactional Furthermore also, make

extremely exact dissection. That said, investigators think that segment is liable to indicate critical development for again 9 % p. In the next 10 years also view fast improvement done sorted out retail formats, with the extent liable with range of the more respectable 25% toward 2018.

**RISING POSSIBILITY IN INDIAN RETAIL INDUSTRY**

Major development areas include urban, luxury segments at one end of the spectrum and rural areas at the other. In addition, FDI in the segment results in an eagerness to enter the internal retailers market as a result of emerging government policy; US retail giant Walmart has tied up with Bharti Enterprise and global coffee giant Starbucks has signed up with PVR Limited. In addition, Nafor, Boots and others are also expected to arrive.

The present employment in the retail business is nearly 4 crores and around 20 crores depend on this sector. There is a scope of better exposure to the international standards with the entry of transnational companies, which in turn is encouraging more & more retail management programs to open up and help bridging the gap of supply & demand of talented professionals for management. With so much action, it is naturally that there is huge scope for employment opportunities, and experts estimate that the sector will generate the top retail companies in India include Aditya Birla Group, Reliance Retail, Raheja Group, Future Group, etc.

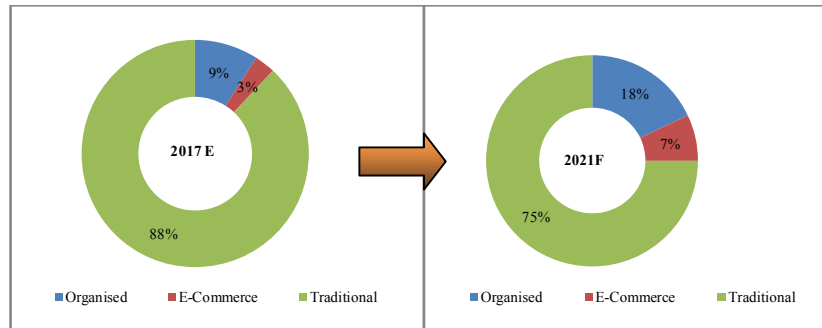


Rising possibility in Indian retail industry

**FORTHCOMING POSSIBILITY IN INDIAN RETAIL INDUSTRY**

There are many opportunities for those wishing to enter this field, and entry-level positions such as sales officers without a degree. Certainly, higher-order jobs for relevant degrees holders and

work experience involve more responsibility, difficulties, and reward. Professional recruitment is increasingly happening a traditional priority for jobs from the FMCG and hospital management sectors with change in recruitment policy. In fact, a senior executive such as a head of operations in retail is very well looked after, and HR consultants believe he has to pay in 5 to 6 figure salary. For graduates is that since the field is so young and vibrant, career growth is very rapid, and these positions are very achievable over a compressed time period is great news. Successful candidates who are dimensioned at all levels are capable of multi-tasking and equipped with great communication skills.



Significant scope for expansion

### PRESENT-DAY TRENDS OF THE RETAIL INDUSTRY

There is a big change in retailing in India, as can be seen in the chart, India has been rated as the fifth most attractive emerging retail market. Indian retail one of the fastest growing markets in the world due to economic growth. Retail industry reached to US\$ 950 billion in 2018 at CAGR – (Compound Annual Growth Rate) of 13 per cent and expected to reach US\$ 1.1 trillion by 2020. India is the world's fifth largest global destination in the retail space. Retail market in India is projected to grow from an estimated US\$ 672 billion in 2017 to US\$ 1,200 billion in 2021 forecasted.

Organized retailing in India is largely a thriving urban class, with a growing number of affluent classes and double-income households. More successful specially in A & B grade cities of India.

Information & Technology is a tool that is used to fundamentally change shopping behavior around the world, companies such as Amazon.com to Flipkart.com, Snapdeal etc are playing a dynamic role in the change of customer's behavior and purchasing behavior.

Rural markets are taking advantage of technology and network marketing concepts to act as an aggregator and serve rural markets, as reflected in the share of rural retailers in most categories of consumption.

### CHALLENGES IN DEVELOPMENT OF RETAIL IN INDIA

Organized retail in India is less than a decade old. It is largely an urban phenomenon and the pace of development is still slow. Some reasons for this slow growth are: -

Local unorganized grocery stores - The first challenge facing the organized retail industry in India is competition from the unorganized sector. Traditionally retailing has been established in India for centuries. This costs low in structure, mostly driven by the owners, and little or no tax to pay. The consumer identity that goes on from generation to generation is a major benefit for the traditional retail sector. On the other hand, there are large expenses to meet in the organized sector and yet to keep prices low enough to compete with the traditional sector.

### CONCLUSION

Retail sales area unit the ultimate step within the distribution of product for consumption by finish shoppers. This includes all activities concerned within the promoting of products and services on to shop, for personal, family or household use. This excludes an instantaneous interface between producers and institutional buyers like the govt. and different wholesale customers.

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