

## **ABSTRACT**

This research was intended to understand and evaluate the so-called boom in Indian retailing, with retailing structure, prospect and challenges in India. The objectives of the dissertation are: understanding and evaluating the current structure of retailing in India; understanding and evaluating the prospect of retailing in India; understanding and evaluating the challenges of retailing in India. In order to achieve these objectives both primary and secondary data was collected in this research. Secondary data in this research was collected through various forms, such as books journals, magazines, newspapers, Data monitor and online sources. Primary data was collected through questionnaire method, which was administered both through personally and telephonic. For this, 35 managerial level people working in different retail chains (Delhi based) were approached. The opinions of the respondents were taken providing designed questionnaire. Following are the key results of the research.

The research results reveal that the various essential services provided by the retailers to meet the needs of their customers are identified principally in the forms of accessibility of information, convenience of timing, convenience of size, and lifestyle support. The data collected in this context revealed that customers' choice of retailing in India is chiefly dominated by accessibility of location and lifestyle support. The research results reveal that the modern retailing format takes in the forms of drive to scale; volatility in scale; rise of specialty formats; and value, not discount retailing. The data collected in this context revealed that specialty format and discount retailing' as modern retail formats have most prospective future in India. The research results reveal that the trademark of Indian retailing, the small shop with a high level of personalized service, is composing shoppers unwilling to go away

from conventional ways of shopping. The data collected in this context revealed that on greater level, the current and future trademark of Indian retailing is/ will characterized by 'small shop with a high level of personalized service'. The research results reveal that the key retail formats are identified in the forms of Hypermarket, Supermarket, Specialty Store, Department Store, though Of late, hypermarkets have found takers as retailers expand to this format. The data collected in this context revealed that especially store and supermarket would be leading future format of retail in India.