

# Project Dissertation Plan

## Area: Retailing

The following is the suggested list of topics and retail formats to be considered for study in Indian Retailing dissertation projects.

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Retail is India's largest industry, accounting for over 10 per cent of the country's GDP and around eight per cent of the employment. Retail industry in India is at the crossroads. It has emerged as one of the most dynamic and fast paced industries with several players entering the market. But because of the heavy initial investments required, break even is difficult to achieve and many of these players have not tasted success so far. However, the future is promising; the market is growing, government policies are becoming more favorable and emerging technologies are facilitating operations.

Retailing in India is gradually inching its way toward becoming the next boom industry. The whole concept of shopping has altered in terms of format and consumer buying behavior, ushering in a revolution in shopping in India. Modern retail has entered India as seen in sprawling shopping centres, multi-storeyed malls and huge complexes offer shopping, entertainment and food all under one roof. The Indian retailing sector is at an inflexion point where the growth of organized retailing and growth in the consumption by the Indian population is going to take a higher growth trajectory. The Indian population is witnessing a significant change in its demographics. A large young working population with median age of 24 years, nuclear families in urban areas, along with increasing working-women population and emerging opportunities in the services sector are going to be the key growth drivers of the organized retail sector in India.

### Format and Scope of study

You can choose the scope of the study

#### INTRODUCTION

- ECONOMIC DRIVERS
- KEY MACROECONOMIC TRENDS
- CURRENT STATE OF THE MARKETPLACE
- INDUSTRY CHARACTERISTICS
- TAXATION
- CUSTOMER BEHAVIOR
- RETAIL MARGINS
- DISTRIBUTION NETWORK
- RAPIDLY CHANGING INDUSTRY
- KEY INDUSTRY TRENDS
- OPPORTUNITIES
- CHALLENGES
- GOVERNMENT REGULATIONS
- NEW FOREIGN INVESTMENT REGULATIONS
- KEY INDUSTRY PLAYERS

#### EVOLUTION OF INDIAN RETAIL INDUSTRY

- ORGANISED SECTOR GAINING GROUND
- EVOLVING ORGANISED SECTOR
- RETAILING CYCLE

#### SIZE OF INDIAN RETAIL INDUSTRY

## **DEMOGRAPHICS**

- REGIONAL TRENDS
- SOCIAL TRENDS
- REGIONAL STRATEGIES

## **INDUSTRY STRUCTURE**

- RETAILING FORMATS IN INDIA
- UNORGANISED SECTOR
- GLOBAL BUSINESS MODELS
- BUSINESS MODELS IN INDIA
- SINGLE OUTLET RETAILER
- MULTI-OUTLET RETAILER WITH CENTRALISED DISTRIBUTION
- MULTI-OUTLET RETAILER WITH LOCAL SUPPLIERS
- MULTI-OUTLET RETAILER WITH MIXED DISTRIBUTION

## **THE MALL & MULTIPLEX PHENOMENON**

- CHALLENGES FOR MANAGING MALLS IN INDIA
- STRATEGIES FOR MALLS IN INDIA

## **HIDDEN POTENTIAL OF SMALL TOWNS**

- FOOD CHAINS
- MUSIC RETAILING
- GARMENTS

## **INDIA'S RURAL MARKET**

- DRIVERS OF RURAL RETAILING
- BARRIERS TO RURAL RETAILING
- NOTABLE RURAL RETAILING INITIATIVES
- RURAL MARKETING
- RURAL RETAILING STRATEGIES

## **ONLINE RETAILING**

### **STRATEGIES FOR SUCCESS**

- CHOOSING APPROPRIATE RETAIL FORMAT
- RETAIL BRAND BUILDING IN INDIA
- RETAIL BRANDING STRATEGIES
- EMERGING RETAIL BRANDING STRATEGIES
- TRENDS FOR THE FUTURE
- OPERATIONAL STRATEGIES
- VALUE PROPOSITION
- CUSTOMER LOYALTY
- DELIVERING A UNIQUE SHOPPING EXPERIENCE
- CONVERTING FOOTFALLS TO SALES
- BUSINESS INTELLIGENCE
- SUPPLY CHAIN MANAGEMENT

### **OPPORTUNITIES FOR FOOD RETAILING IN INDIA**

- INDUSTRY CHARACTERISTICS
- CHALLENGES
- DRIVERS OF FOOD RETAILING IN INDIA
- ORGANIZED FOOD RETAILING IN INDIA
- UNORGANISED AND SEMI-ORGANISED FOOD RETAILING IN INDIA
- LEADING FOOD RETAILERS IN INDIA
- FOOD RETAILING MODELS IN INDIA
- GOVERNMENT POLICIES
- FOOD PROCESSING TRENDS
- SUCCESSFUL MODELS
- FOOD SUPPLY CHAIN INEFFICIENCIES

FOOD SAFETY TRENDS  
STRATEGIES FOR SUCCESS  
SUCCESSFUL MODELS

**OPPORTUNITIES FOR DURABLES RETAILING IN INDIA**

COST STRUCTURES  
KEY PLAYERS

**CRM IN THE INDIAN CONTEXT**

CRM EXPERIENCES IN INDIA  
KNOWING THE CUSTOMER  
PLANNING FOR CUSTOMER RELATIONSHIP MANAGEMENT  
IDENTIFYING AND TARGETING THE RIGHT CUSTOMERS  
CUSTOMER SEGMENTATION  
CUSTOMER TRACKING AND MONITORING

**CONSUMER SURVEY - PURCHASE PATTERNS**

METHODOLOGY  
PROFILE OF RESPONDENTS  
DATA FROM CUSTOMER SURVEY  
THE DECISION MAKER  
PURCHASE PATTERNS  
CUSTOMER REQUIREMENTS  
IDEAL OUTLET  
MOST PREFERRED RETAIL OUTLET  
TYPICAL SUPERMARKET SHOPPER  
MOTIVATIONS FOR SHOPPING AT A SUPERMARKET  
SHOPPING HABITS OF INDIAN CUSTOMERS

**CONSUMER SURVEY - STORE CHOICE SELECTION BEHAVIOUR**

UNDERSTANDING THE INDIAN SHOPPING BEHAVIOUR  
METHODOLOGY  
PROFILE OF RESPONDENTS  
SUMMARY OF RESULTS  
RESULTS FROM THE SURVEY  
KEY IMPLICATIONS OF THE SURVEY

**MARKETING STRATEGIES FOR OPERATING IN INDIA**

TARGET SEGMENT  
POSITIONING STRATEGY  
LOCATION  
MERCHANDISING STRATEGY  
CATEGORY-WISE REVENUES AND MARGINS  
DISTRIBUTION STRATEGY  
PRICING POLICY  
PROMOTION POLICY  
MANAGING THE STORE  
PRIVATE LABEL STRATEGIES

**SUPPLY CHAIN STRATEGIES FOR OPERATING IN INDIA**

SUPPLY CHAIN MANAGEMENT  
LOGISTICS  
VENDOR MANAGEMENT

## **LIST OF KEY PLAYERS IN INDIA**

ADIDAS  
ARCHIES  
BARISTA COFFEE  
BATA  
BIG BAZAAR  
CAFE COFFEE DAY  
COFFEE WORLD  
COOKIE MAN  
CROSSWORD  
DOMINOS PIZZA  
EBONY  
FABMALL  
FOOD BAZAAR  
FOOD WORLD  
GIRIAS  
GITANJALI  
GLOBUS  
GODREJ AGROVET  
HOPCOMS  
HASBRO  
HEALTH AND GLOW  
KHADIM'S  
LANDMARK  
LIBERTY  
LIFESTYLE  
LOFT  
MTR  
MARKS AND SPENCER  
MCDONALDS  
MUSIC WORLD  
NIRULA'S  
PANTALOON  
PIRAMYD  
PIZZA CORNER  
PIZZA HUT  
PLANET SPORTS  
PLUGIN SALES  
RAYMOND  
REEBOK  
RYTHU BAZAAR  
SAFAL  
SARAVANA BHAVAN  
SHOPPERS STOP  
SHOPRITE  
SONY MONY  
SPENCERS  
STYLE SPA  
SUBHIKSHA  
SUMARIA  
TANISHQ  
TITAN  
VGP

VIJAY SALES  
VIVEKS  
WESTSIDE  
WILLS LIFESTYLE