

## **CATCHMENT ANALYSIS AND MARKETING PROMOS AROUND THE RETAIL OUTLETS - A COMPETITIVE ANALYSIS**

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### **ABSTRACT**

The Indian retail industry one of the fastest growing industries in the country over the past couple of years is no exception. It is important for retailers to secure a distinctive position in the market place based on value, relationships or experience. But most importantly for winning in this intensely competitive marketplace, it is critical to understand the target customer's definition of value and make an offer, for that it is essential to analyze the catchment and implementing innovative promotions for customer satisfaction, which not only delights the customers but also difficult for competitors to replicate. The researcher used the Primary data collection method in her study by framing a structured questionnaire. The researcher went with convenient sampling in her study. The sample is taken as 300 by the researcher. For the purpose of Analysis and Interpretation the researcher used the following statistical tools namely Simple Percentage Analysis and Chi-Square Test. Based on the Analysis and Interpretation the researcher arrived out with the major findings in her study and Suggestions are given in such a way to recognize the potential customers towards the competitive factors of various retail outlets.

**KEYWORD:** Catchment analysis, Competitors, Customers, Marketing promotions.

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