

HYPERMARKETS: GROWTH AND CHALLENGES PERSPECTIVE IN INDIA

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ABSTRACT

The hypermarket industry in India at the beginning of 2010 was valued at \$37 billion with strong prospects for future. Modern retailers, who have played with various formats and at times burnt their fingers, are beginning to look more enthusiastically at the hypermarket opportunity. Although the sector has great potential still it is struggling and showing a stunted growth. Research suggests that large format stores/hypermarkets – the physical expression of retail are booming. But the harsh fact is that the heady gold hustle days for organised retail are over. Beneath the glossy facades, colour coded displays and smartly dressed shop assistants; there is a hum of unrest. Hence, the problem statement “Growth and Challenges of Hypermarkets in India” is formed with the objectives of studying and analysing the reasons for this patchy growth and uneven progression of large format stores particularly the hypermarkets in India and suggesting measures to cope with the problem. The study intends to answer the research questions by interviewing the store managers of hypermarkets in the region of Mumbai and Hyderabad and gaining insights into the problem statement and suggesting the possible measures. The study focuses on the theory and concept of professional and effective hypermarket management.

KEYWORDS: Hypermarket organised retail, traditional retailers.

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