

CHALLENGES AND OPPORTUNITIES IN RETAILING SECTOR

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ABSTRACT

This paper deals with the retailing management and its perspective, and the challenges face by the retailers in India. The increase in literacy level, Income, Movements, Awareness as well as Global exposure has contributed for the awareness among the middle class people in India. The shopping as well as purchasing habits of the masses has been change with the passage of time. The variety of factors like human resources, information technology, organization structure and financing in retailing helps in its growth and development. The retail sector has played a very important role throughout the world increasing consumption of goods & services, increase employment more than 11 per cent. So this paper take into account the challenges and opportunities available to the retailers in the today scenario for providing quality services.

KEYWORDS: Management, Income, Movements, Awareness.

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