WORK PLAN AND METHODOLOGY

The first step is to begin with collecting primary data from various small scale entrepreneurs like Kirana shops, Cloth Merchants, Street Hawkers. After collecting the primary data through questionnaire; subject to Kalyan Dombivali area. The second step will be to collect secondary data with respect to Kalyan Dombivali Municipal Corporation, Shopkeepers Associations and various other sources. The third step will be to collect direct data from the people who visit Malls frequently and try to find out the actual reason behind the change in tendency to purchase directly from shopping malls.

Finally after collecting the above data, interpretation of this data will be done to find out the actual Socio-Economic position of small scale entrepreneur.