OBJECTIVES OF THE STUDY
The study is primarily to understand the prospects of Retail Marketing in India and how modern format acquires the Retail sector.

- To assess the growth of Retail Marketing in India.
- To evaluate the service quality offered by Retailers.
- To analyses on growing activity of Retail Sector.
- To review the Retail Marketing and its prospects.
- To interact with consumers and have their review.
- To know the consumers requirement at rural areas.
- To define the prospects of Retail Marketing in Shirpur.

HYPOTHESIS
H1: There is a large scope for the development of retail marketing in rural and semi-urban areas and as a sustainable activity for economic growth of regional and national development.