01. Preamble:

New dynamics in the Modern Indian retail sector could put the country on the world map in terms of Modern Retail Store Operations.

It is the time for Indian retailing like never before. There is a sea change taking place in the Indian retail market place. Manufacturers have started thinking of mass and quality products. The retailer is showing a big change in the selection of the store location, size and infrastructure. Consumers have totally changed their buying behavior. Global retailer’s approach towards the Indian consumers is awesome. Policies of the Indian government towards retailing look different. It is high time that every player in Indian retailing modify their approach.

It is a known fact that the youngest country in the world is India - having the highest percentage of population below the age group of 35. This leading young population is seeking for a total change in appearance, food, study, fitness, music, education and what not are the expected areas of change. The major change is the view of women as equal earning partners. It is women’s education and their liberation. The new generation kids are demanding more than accepting. It is more of a spending time than saving. It is competing with China in retail growth possibilities. It is more of an innovation & Technology based approach than manual, in every retail activity.

100% FDI in retail is being actively discussed by the Government of India. The moment this implementation happens, large format global retailers will enter India. They will have advantages of economies of scale and the wealth of experience of already doing business globally. They will be equipped with latest technology and proven best practices. In view of this, some questions demand answers urgently. Are we prepared to cope up with this change? Are we equipped and doing the needful to face this? Have our manufacturers geared up with technology, speed, quality and mass production to cater to this need? Do we have planned infrastructure for the distribution channel? What is the status of our road, rail, water and air systems? Are the logistics and supply chain efficient to carry out a quality distribution system? Are we capable enough to construct the required retail real estates both in quality and quantity? Do we understand the expected store
layouts, designs, ambiance & presentation as per the needs of the segmented customers? Do we have skilled store personnel to serve our customers? Can we plan our retail advertisement, promotions and loyalty programs to promote our brands, stores and products? This study will attempt to find answers to these questions.