Objectives of the study:

The modern retail store operation has changed a lot from the traditional retail store operations which were in practice for decades. The booming modern retail from the year 2000 onwards has totally changed the Indian retail store operation. This new change needs a thorough study to see the suitability for the Indian context. There is hardly any study attempted as a research in this area.

The study seeks to understand the various retail strategies, retail mix, and the impact on the overall Indian retail industry. The main objectives of the study, therefore, are:

1. To study and understand the changing shopping behavior of the customers.
2. To investigate the best practices in the modern retail store operations.
3. To identify the changing trend of the young Indian customers and to know their expectations in the modern shopping experience.
4. To know the Gap in rendering the customer service in the retail store level and to enhance the standard.
5. To find the way in which the customers and the retailers will benefit in the changing trend of Indian retailing.
6. To know the advanced technologies and innovations adopted in the modern retail store operations.
7. To learn the changing government regulations which affects the customers and the retailers?
8. To understand the new retail store formats, store design and the impact of visual merchandising
9. To understand the stragglers adopted by the global retailers to make use in to Indian retail store for better productivity and profitability reducing the shop shrinkage.
10. To study the anticipated impact of Indian retailing on approval of 100% FDI.