



Research paper on Global Trends in Modern Retail in Dombivli

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Abstract

The modern retail in Dombivli is helping the modern business to emerge and make the right progress in employment and profitable trade links due to the better and emerging need of retail in the business. There is further need for ensuring the right and profitable use of the opportunity in the retail which is thus an important area to ensure that not just the business development but also the help in increasing the business is an important business need.

The modern retail is hence an important area which is giving a double digit growth rate every year. As per the latest research by AC Nielsen research this sector is posed for a rapid growth in the multi brand and corporate retail, which is definitely going to be big help in improving the business for the future.

Introduction

The retail in India is making one of the better and more effective idea for ensuring right and balanced retail opportunity in emerging market. This way the retail is definitely one of the most fast emerging and developed sector which is helping in creating better business opportunities for individuals and the corporates.

Objectives

- 1.To determine the level of progress in the given business so as to ensure better business development in market.
- 2.To create the positive steps by which the retail can develop better business success in future.
- 3.To develop a strong case for the youth to make rapid career growth in the organized retail.

Review of Literature

- 1.Vivek Hamail (2023) has highlighted in his research paper titled 'A research paper on study of Retail Store Management' has given insight on what strategies are helping the modern retail to improve in Indian market.
- 2.P Suguna(2016) has provided basic insight about improving the business performance through retail opportunity and this is increasing better opportunities for Long term retail,
- 3.E Roska(2013) in the research paper titled Research Marketing strategies and innovation in the area of retail, which is a big advantage in increasing long term market development for Retail.
- 4.MR Winkler (2022) in research article titled 'Retail Marketing strategies and customer purchasing of sweetened beverages' has provided the right and better strategy by which there is development of retail opportunities in India.
- 5.ARLockett(2018) has given insights for improving better change and the right improvement by which retail is making the right and improved idea for better practices in retail in India.

Hypotheses of Research

The researcher has made the following hypotheses research.

Null Hypotheses

There is less growth happening in Indian retail.

Alternative Hypotheses

There are tremendous growth opportunities happening in Indian retail.

Assumptions

- 1.The researcher assumes consistent and better growth in Indian retail.
- 2 In retail area there are tremendous emerging needs which are creating business development.
- 3.It further ensures help in making better retail changes leading to future support in business.
- 4.Due to the retail sector help there is definitely the right and improved focus in increasing better business opportunity for new retailers.

Research methodology

The researcher has designed following basis for research methodology

- 1.The researcher has deployed combination of primary data along with secondary data in research
- 2.The degree of freedom is 1 along with level of confidence at 99.
- 3.The method of data collection is random sampling which is useful in significantly reducing sample bias.
- 4.The researcher further is focused on coefficient of correlation to study relationship between the variables
- 5.The researcher is therefore focused on making better and right direction of research by ensuring the use of latest and contemporary data.

Data Analysis of Research

- 1.Researcher analyses how there can be more growth prospect including making business forecast for good growth.
- 2.There is a high clarity about how research can highlight influence of corporate entry in retail.
- 3.It is further added that present research is creating a strong case for long term retail employment and income focus.
- 4.The research is focused on helping the direction of good opportunities in retail.

Problems or Limitations of Research

The researcher has provided following limitations in the given research:

- 1 The present research has referred limited size of respondents
- 2 There are limited number of youth covered as respondents in research
- 3.Limited people are actually contributing to organized retail.
- 4.The unorganized retail is another area, which is making the better and clear approach for long term growth.
- 5.The retailers are worried about declining margin in retail segment.
- 6.There is further focus on increasing inventory and unsold stock in retail area.
- 7.The research is facing problem in developing employability and formal training to the youth.
- 8.The present research is therefore not able to identify what shall be future growth drivers in organized retail.

Recommendations and Suggestions

The researcher makes following recommendations

- 1.There is need for formal education in retail.
- 2.There is need for more structured corporate initiative for retail.
- 3.The present retail market has less opportunity in improving employment and participation of youth.
- 4.Retailers need to upskill youth as per industry needs.
- 5.Through proper mentoring retail can be very successful in increasing youth participation.

Conclusion

The researcher is providing clear idea about immense opportunity in the retail sector of India. There is not just clarity about how the retail is emerging in India but it is even developing better increase in making business level change in the domestic and global market.

Bibliography

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