

# RETAIL MARKETING THE EMERGING TRENDS



Soumya Sebastian | Meera Varghese

**RETAIL MARKETING**  
**THE EMERGING TRENDS**

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English Language

## **Retail Marketing The Emerging Trends**

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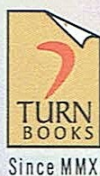


# RETAIL MARKETING

## THE EMERGING TRENDS

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The retail industry is becoming one of the most competitive one in India. Indian retail industry has undergone considerable change owing to rise in income levels, aspirations, favourable demographics and easy credit liability. All over the world retailers are competing to provide superior value and better shopping experience to customers. Indian retail Industry has a promising growth and is expected to reach USD 792 by 2024. While the leading retailers are on an expansion spree many new players are entering the market due to the high growth prospects. New Retailing concept has resulted in the integration of the World Economy. This book on retail marketing is an attempt to explain in detail the concept of retailing and management of various aspects of retailing. The book also comprehends the present retailing scenario in the Indian context. The book will provide value addition to the readers and will make them familiar of the retailing style in India.



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