



# **SNS College of Technology**

## **Coimbatore - 35**



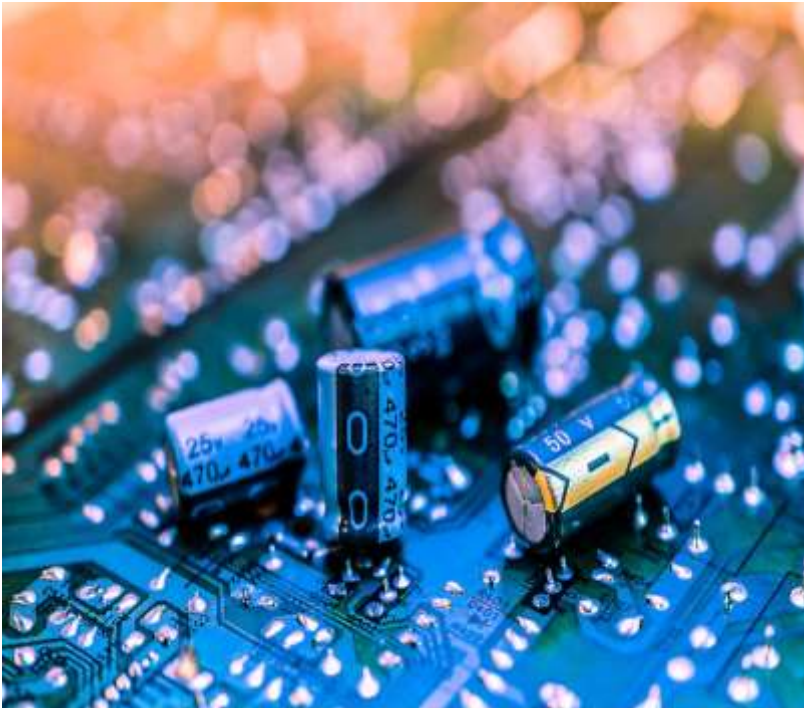
### **19BAE720 –RETAIL MANAGEMENT**

**UNIT 1 : – Retailing: Definition, Importance & Scope. Global retail Market, Evolution of Retail in India, Drivers of Retail change in India, Prospects of Retailing in India. Challenges and Opportunities in Retailing**

**VISHNUPRIYA V  
ASSISTANT PROFESSOR  
SNS COLLEGE OF TECHNOLOGY**



# Guess Your Topic....





# Challenges Retail Industry is Facing in India

- The Indian Retail industry is one of the top five retail industries in the world and has emerged as the most dynamic and fast-paced industry. It accounts for over 8 percent employment and around 10 percent of India's GDP. The Indian Retail Market is expected to nearly double by 2020 from 2015. But there are some ***challenges the retail industry is facing in India.***

# Contd.

- Digital Disruption
- Finding technology solutions
- Maintaining your customer base
- Evolving customer expectations
- Modern marketing
- Inspiring and retaining employees
- Internal communications
- Effective Retail Digital Marketing Strategy

# Challenges of Retail Management in India

- These challenges may be related to –
- ☐ Finance
- ☐ Future demand
- ☐ Skilled and talented Human resource
- ☐ High operating cost
- ☐ Recession
- ☐ High taxes

# Opportunities for Retail Management in India:

- ☐ Employment Generation
- ☐ Urbanization
- ☐ Encourage contract farming
- ☐ Consumers benefited
- ☐ Scope for FDI



# REFERENCES

- ❖ <http://sushanthjoshi.blogspot.com/2009/01/drivers-of-retail-change-in-india.html><https://www.citeman.com/7456-drivers-of-retail-change-in-india.html>