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PROBLEMS AND PROSPECTS OF RETAIL BUSINESS – A STUDY WITH REFERENCE TO SANGLI, MIRAJ AND KUPWAD CORPORATION AREA. MAHARASHATRA

DR. V.V.BIDNUR AND PROF. MAKARAND POLE

Associate Professor, Institute Of Management And Studies Research. CBD Belapur
Navi Mumbai

ABSTRACT

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. Total consumption expenditure is expected to reach nearly US$ 3,600 billion by 2020 from US$ 1,824 billion in 2017. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the employment. India is the world's fifth-largest global destination in the retail space.

India is the world's fifth largest global destination in the retail space. In FDI Confidence Index, India ranks 16th (after U.S., Canada, Germany, United Kingdom, China, Japan, France, Australia, Switzerland and Italy).

In order to keep possession of their sales volume, the retailer has to face a stiff competition in the retail business.

Majority of functions have to be performed by owners themselves due to limitation of resources. So the researcher made sincere attempt to analyse the Problems and Prospects faced by retailer in the study area. during.

Key Word: - Retailers, Retail Industry.

INTRODUCTION:-

Retail industry reached to US$ 950 billion in 2018 at CAGR of 13 per cent and expected to reach US$ 1.1 trillion by 2020. Online retail sales are forecasted to grow at the rate of 31 per cent year-on-year to reach US$ 32.70 billion in 2018. Revenue generated from online retail is projected to grow to US$ 60 billion by 2020.

Revenue of India's offline retailers, also known as brick and mortar (B&M) retailers, is expected to increase by Rs 10,000-12,000 crore (US$ 1.39-2.77 billion) in FY20.

India is expected to become the world's fastest growing e-commerce market, driven by robust investment in the sector and rapid increase in the number of internet users. Various agencies have high expectations about growth of Indian e-commerce markets.

Luxury market of India is expected to grow to US$ 30 billion by the end of 2018 from US$ 23.8 billion 2017 supported by growing exposure of international brands amongst Indian youth and higher purchasing power of the upper class in tier 2 and 3 cities, according to Assocham.

Investment Scenario

The Indian retail trading has received Foreign Direct Investment (FDI) equity inflows totalling US$ 1.85 billion during April 2000–June 2019, according to the Department for Promotion of Industry and Internal Trade (DPIIT).

With the rising need for consumer goods in different sectors including consumer electronics and home appliances, many companies have invested in the Indian retail space in the past few months.

India's retail sector investments doubled to reach Rs 1,300 crore (US$ 180.18 million) in 2018.

Walmart Investments Cooperative U.A has invested Rs 2.75 billion (US$ 37.68 million) in Wal-Mart India Pvt Ltd.

Over the years, retailing in India has been one of the most dynamic and fast paced industries, which has travelled through different phases. Origins of retailing in India can be traced back to the emergence of kirana and mom & pop stores, but with Indian economy getting liberalised in early 1990s, many indigenous franchise stores propped up. Many domestic players like Raymond, Bombay Dyeing etc. started to forward integrate from manufacturing to retailing thereby catering to a larger base of customers.

Currently, driven by strong macroeconomic factors, India is one of the fastest growing economies globally and the fourth largest retail market in the world. It thus holds a very strong position as far as its market potential is concerned. It provides a strong platform for consumers, distributors, manufacturers and ancillary sectors like transportation, logistics, cold chains etc. Retailers are continuously trying to fully tap the depth of this potential by making use of latest technologies along with next gen tools like data analytics, social commerce, CRM solutions etc. which form the backbone of modern retailing.

The burgeoning millennial population, growing middle income households and increasing women workforce provide a highly positive outlook for the retail businesses in India. Fuelled by these factors, the Indian retail industry is expected to grow from US$ 790 billion in FY 2019 to US$ 1400 billion by FY 2024, as the overall economy crosses the US$ 5 trillion mark.

As internet penetration increases, more international retailers set up shops in India and established Indian brands and retailers set themselves on a high growth trajectory, the share of organised retail market is expected to increase from 12 percent in FY 2019 to 25 percent in FY 2024.The e-commerce market itself is estimated to grow from US$ 24 billion in FY 2019 to US$ 98 billion in FY 2024. Going forward, given the strong retail and consumer outlook, India is expected to witness redefining trends which will shape the future of the retail market.

SCOPE OF THE INDIAN RETAIL MARKET

Just days after coming to power, the current government spelt out its key priorities, which were focused on laying the foundation for making India a US$ 5 trillion economy by FY 2024. As per IMF too, India's GDP will grow at 7.4 percent in FY 2020, with medium term growth projection expected to remain strong at 8 percent due to ongoing structural reforms and a favourable demographic dividend.

These factors are largely scripted on the strength of India's growing domestic consumption. This high rate of growth in consumption is accompanied by a substantial decline in India's poverty rate and increase in formal employment, due to growing proportion of jobs in services and declining share of employment in agriculture. The growing contribution of

services sector towards India's overall GDP, has resulted in creating improved working conditions and better income for Indian households. As a result of this, India's GDP per capita has crossed US$ 2,000 mark in FY 2019.

The government now intends to focus on the manufacturing sector to create new jobs and has launched many initiatives like "Make in India" for this. This will further help in increasing the GDP per capita, thereby putting more money into the hands of people to improve their lifestyle, thereby supporting consumption and the retail market.

Indian retail is thus expected to reach US$ 1400 billion by FY 2024 from US$ 790 billion in FY 2019, growing at a CAGR of 12 percent.

STATEMENT OF THE PROBLEM

In order to keep possession of their sales volume, the retailer has to face a stiff competition in the retail business. Majority of functions have to be performed by owners themselves due to limitation of resources. So the researchers analyze the Problems and Prospects faced by retailer in the study area, during the course of starting and managing their enterprise

OBJECTIVES OF THE STUDY

1) To Study the business profile of the retailers in Sangli, Miraj and Kupwad Corporation area with Socio – economic conditions of the retailer

2) To study and analyze the problems faced by the retailers in Sangli, Miraj and Kupwad Corporation area

3) To analyze the opportunities and prospects of retail Business and advise suggestions.

METHODOLOGY OF THE STUDY

The study is designed as a descriptive and analytical one. Considerable data are available both from primary and secondary data. The study is carried out with the help of sample survey. The research problem and interview schedule have been formulated and tested on the basis of the research objectives. Primary data are collected during 2019 with the help of designed structured questionnaire. The Secondary data are also collected from the various standard text books, research articles, reports, leading newspapers, magazines journals and through websites.

SAMPLING DESIGN

The population of the current study is the retailer in Sangli, Miraj and Kupwad Corporation area. It is not feasible to collect data from the entire population. Therefore the researcher has used the sampling technique for data collection. The researcher has selected 100 sample retailers on the basis of convenience sampling technique.

LIMITATION OF THE STUDY

Due to lack of time, the present study is conducted only retailers and nor covered the performance of customers and their satisfaction in retailing. This study is restricted to Sangli, Miraj and Kupwad Corporation area only and also applicable for a short period only.

DATA ANALYSIS AND PRESENTATION

GENDER WISE CLASSIFICATION OF THE RESPONDENTS

The researcher has classified the respondents on the basis of gender. The gender wise classification of respondents is displayed in Table 1

TABLE 1

GENDER WISE CLASSIFICATION OF THE RESPONDENTS

S.NO.	Gender	No. of Respondents	Percentage
1.	Male	92	92
2.	Female	08	08
	Total	100	100.00

Source : Primary Data

The above table shows that out of 100 respondents, 92 are male respondents (92. %) and 08 respondents are female (8 %)

COMMUNITY WISE CLASSIFICATION OF THE RESPONDENTS

The researcher has also analyzed the community of the respondents. The data regarding community of the respondents is highlighted in Table 2

TABLE 2
COMMUNITY WISE CLASSIFICATION OF THE RESPONDENTS

S.No	Community	No. of Respondents	Percentage
1	Open category	41	41%
2	OBC	28	28%
3	SC/ST	31	31%
	Total	100	100

It is lucid from the above Table 2 that, 41 (41%) respondents are open community, 28 (28%) respondents are belong to OBC community and 31 % from SC / ST community.

RELIGION WISE CLASSIFICATION OF THE RESPONDENTS

Table.3 shows the Religion wise classification of the respondents in the study area.

TABLE 3

RELIGION WISE CLASSIFICATION OF RESPONDENTS

S.NO.	Particulars	No. of Respondents	Percentage
1.	Hindu	65	65
2.	Muslim	23	23
3.	Christian	12	12
	Total	100	100.00

Source : Primary Data

The above Table 3 shows that, 65 (65%) respondents are Hindu, 23 respondents (23%) are Muslim, and the remaining 12 (12%) of them are Christian.

LITERACY LEVEL OF THE RETAILERS

The literacy level is one of the important factors which also influence the behaviour, tastes, living standards and aspirations. To ascertain the literacy level of the respondents, a study was made and the findings are presented in the following Table 4

TABLE 4
LITERACY LEVEL OF RESPONDENTS

S.NO.	Particulars	No. of Respondents	Percentage
1.	Up to SSC	17	17.00
2.	HSC	16	16.00
3.	Undergraduate	36	36.00
4.	Postgraduate	16	16.00
5.	Diploma	12	12.00
6.	Professional	03	3.00
	Total	100	100.00

Source : Primary Data

It is observed from the above table that, exactly 36 per cent of the respondents are undergraduate, 16 per cent of the respondents are Post graduate, 17 per cent of the respondents are having qualification up to SSC, 16 .per cent of the respondents are Higher Secondary 14 per cent of the respondents are Diploma holders, and remaining 3 per cent of the respondents are Professionals.

INCOME PROFILE OF THE RESPONDENTS

Money is an important source to make use of any things.. So the researcher has classified the various informants according to their level of income. The following Table 5 stands for an evidence of the data.

TABLE 5

INCOME PROFILE OF THE RESPONDENTS

S.NO.	Community	No. of Respondents	Percentage
1.	Less than Rs 10,000	32	32.00
2.	Rs 10,000 – Rs 20,000	25	25.00
3.	Rs 20,000 – Rs 30,000	21	21.00
4.	Rs 30,000 and above	22	22.00
	Total	100	100.00

Source : Primary Data

Table 5 shows that out of 100 respondents, 32.00 per cent are earning less than Rs 10,000 per month, followed by 27.50 per cent of respondents who earn Rs 10,000 to Rs 20,000 per month, 21.50 per cent of the respondents earn between Rs 25,000 and Rs 30,000 and the remaining 17.50 per cent of the respondents earn Rs 30,000 and above per month.

CATAGORIES OF RETAILERS

The researcher categorized the retailers according to the nature of goods and services they deal. The highlights of this analysis is shown in Table 6

TABLE 6

CLASSIFICATION OF RETAILERS ON THE BASIS OF THE PRODUCT DEALED

S.NO.	Particulars	No. of Respondents	Percentage
1.	Grocery Shop	23	23.00
2.	Stationery	14	14.00
3.	Food	15	15.00
4	Electronic Products	10	10.00
5	Fancy Store	08	08.00
6	Gold & Gift items	07	07.00
7.	Medical Products	18	18.00
8.	Durables	05	5.00
	Total	100	100.00

Source : Primary Data

It is observed that, from the Table 6 that 23 respondents are Grocery shop retailers which occupies 23.00 per cent , 14 per cent of the respondents are Stationery retailers, 15.00 per cent of the respondents are food retailers, 10 per cent of the respondents are electronic products retailers, 08 per cent of the respondents are fancy store, Gold and Gift items are 7.00 percent retailers,18 percent are related with medical products and 05 percent are durables .

PREVIOUS EXPERIENCE OF THE RETAILER

The researcher has also found out the previous experience for doing the business. Table 8 shows the Experience of the retailers in their business.

TABLE 7

PREVIOUS EXPERIENCE OF THE RETAILERS

S.NO.	Particulars	No. of Respondents	Percentage
1.	Experienced	61	61.00
2.	Not Experienced	39	39.00
	Total	100	100.00

Source : Primary Data

It is found that, from the above table, 61 per cent have previous experience in their business, whereas 39 percent do not have previous experience in their business.

NATURE OF BUSINESS

Table 8 represents the information regarding the Nature of Business of the sample retailers in the study area.
TABLE 8

NATURE OF BUSINESS

S.NO.	Particulars	No. of Respondents	Percentage
1.	Hereditary	55	55.00
2.	First Generation	45	45.00
	Total	100	100.00

Source : Primary Data

The above table shows that, 55 per cent of the respondents are doing the retail business as hereditary and remaining 45 per cent of the respondents are the first generation businessman.

NATURE OF DECISION MAKING

Decision Making is an important role in business activities. The researcher has also collected the information about the business decisions of the retailers. Table 09 shows this analysis.

TABLE 09

NATURE OF DECISION MAKING

S.NO.	Particulars	No. of Respondents	Percentage
1.	Independent decision	43	43.00
2.	Consult with family members	34	34.00
3.	Consult with employees	07	07.00
4.	Professional advice	16	16.00
	Total	100	100.00

Source : Primary Data

It is observed from the above table that 43 percent respondents have taken independent decision, 34 percent respondents have consult with family members, 16 percent respondents seek professional advice for decision and remaining 07 percent respondents have consulted with employees.

BUSINESS AFFECT THE FAMILY LIFE

The researcher has investigated about the business which affects the family life of the respondents. This information about the influence of business on family is displayed in Table 10

TABLE 10

BUSINESS AFFECT THE FAMILY LIFE

S.NO.	Particulars	No. of Respondents	Percentage
1.	Affect	58	58.00
2.	Not Affect	42	42.00
	Total	100	100.00

Source : Primary Data

From the Table 10, it is found that, 58 percent feel that the business activities affect the family life and remaining 42 percent respondents feel that the business activities not affect the family life.

FORM OF HELP IS PROVIDED BY FAMILY MEMBERS

Manpower is the main element of an organization. Depending upon the needs and requirements, family members help the retailers. Table 11 shows the form of help provided by the family members.

TABLE 11

FORM OF HELP PROVIDED BY THE FAMILY

S.NO.	Particulars	No. of Respondents	Percentage
1.	Manual Help	25	25.00
2.	Financial Help	58	58.00
3.	Advice	10	10.00
4.	Business and other Tips	07	07.00
	Total	100	100.00

Source: Primary Data

It has been found from the above table, 58 per cent of respondents have received financial help from their family members, 25 per cent of respondents have received manual help, 10 per cent of respondents have received advice from their family members and 07 per cent of respondents have received business tips from their of family members.

PLACE OF ESTABLISHMENT

The physical environment exercises a significant role on the attitude of the customers. Hence the researcher analyses the place of establishment and its influence in business of retail shop. Table 12 reveals the details about the place of retail shop.

TABLE 12

PLACE OF ESTABLISHMENT

S.No.	Particulars	No. of Respondents	Percentage
1.	Home based	11	11.00
2.	Nearer to residence	21	21.00
3.	Industrial area	23	23.00
4.	Residential area	45	45.00
	Total	100.	100.00

Source: Primary Data

It is clear from the Table 13 that 45 percent respondents have the business units in residential area, 21 percent respondents locate the business units nearer to their residence, percent respondents do the business home based and remaining 23 percent respondents have the business units in industrial area.

FORM OF ORGANISATION

Table 13 shows the form of organization of retail business.

TABLE 13
FORM OF ORGANISATION

S.No.	Particulars	No. of Respondents	Percentage
1.	Sole Trader	67	67.00
2.	Partnership	33	33.00
	Total	100	100.00

Source : Primary Data

It is clear from the Table 13 that, 67 per cent of the respondents are doing the business under sole trader form whereas 33.00 per cent of the respondents are forming the partnership for doing the business.

UTILISATION OF THE CAPACITY

The research study has brought lime light on information relating to the utilization of entire capacity made by the retailer. This detail is presented in Table 14

TABLE 14

UTILISATION OF THE CAPACITY

S.No.	Particulars	No. of Respondents	Percentage
1.	Utilized	84	84.00
2.	Not utilized	16	16.00
	Total	100	100.00

Source : Primary Data

It is observed from the Table 14 that 84 percent respondents have utilized their entire capacity and remaining 16 respondents have not utilized their entire capacity.

CAUSES FOR UNDER UTILISATION

The researcher has identified the causes for under utilization of resources. Table 15 shows the details of under utilization of resources. From the above details the researcher has enlisted the causes as under

TABLE 15

RANKING OF CAUSES FOR UNDER UTILISATION

S.NO.	Particulars	Weighted Arithmetic Mean	Rank
1.	Non availability of raw material	1.88	3
2.	Stock accumulation	1.70	4
3.	Lack of working capital	2.20	1
4.	Labour problems	1.93	2
5.	Technical problems	1.70	5
6.	Low profit margin	1.50	6

Source : Processed Data

It is inferred from the ranking proposal that the lack of working capital got the rank with theWeighted Arithmetic Mean of 2.20, labour problem got second rank with 1.93, Non availability of raw material got third rank with the score value of 1.88. and least score value 1.50 is got by low profit margin.

SOURCES OF PURCHASE OF MATERIALS

Generally the retailers have many sources to purchase the materials of the business. To know the major source of purchase, this analysis is made and presented in Table 19.

TABLE 16

SOURCES OF PURCHASE OF MATERIAL

S.No.	Particulars	No. of Respondents	Percentage
1.	Open Market	80	80.00
2.	Government Quota	14	14.00
3.	Other Sources	07	07.00
	Total	100	100.00

Source : Primary Data

It is clearly revealed in the above table that 80 percent respondents have purchased the material from the open market, 07 percent respondents have procured the materials from other source like directly from the producers or manufacturers and 14 percent retailers purchased the raw material from government quota.

MODE OF PURCHASES

The retailers are purchasing the raw material both for cash and credit. It depends upon the quantum of purchase. The researcher has analysed and the results are exhibited in the following Table 17

TABLE 17

MODE OF PURCHASES

S.No.	Particulars	No .of Respondents	Percentage
1.	Cash	23	23.00
2.	Credit	65	65.00
3.	Both	12	12.00
	Total	100	100.00

Source : Primary Data

It is noticeable from the above 20 table that 65 percent respondents have purchased the products under credit, 23 percent respondents have purchased the materials on cash and remaining 12 percent respondents (26%) have purchased products against cash and credit.

SOURCES OF FINANCE

The researcher has made an attempt to analyze the sources of finance for retail business in the Sangli, Miraj and Kupwad Corporation area . The following Table 18 shows the sources of finance.

TABLE 18

SOURCES OF FINANCE

S.No.	Particulars	No. of Respondents	Percentage
1.	Owned funds	20	20.00
2.	Borrowed funds	67	67.00
3.	Owned and Borrowed	13	13.00
	Total	100	100.00

Source : Primary Data

It is lucid from the Table 18 that 67 per cent of respondents have used borrowed funds, 13 per cent of respondents have used both owned and borrowed funds for their business and remaining 20 per cent of respondents have used owned funds for their business.

SOURCES OF BORROWED FUNDS

Usually the funds are borrowed from commercial banks, money lenders, friends, relatives and so on. The researcher has analysed and presented the resulted in Table 19

TABLE 19

SOURCES OF BORROWINGS

S.No.	Particulars	No .of Respondents	Percentage
1.	Relatives	12	12.00
2.	Friends	07	07.00
3.	Commercial Banks	26	26.00
4.	Co-operative Banks	34	34.00
5.	Financial Institutions	21	21.00
	Total	100	100.00

Source:PrimaryData
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It is evident from the above Table 22 that, 33.68 per cent of respondents have borrowed funds from their relatives, 27.37 per cent of respondents have borrowed funds from friends, 16.84 per cent of respondents have borrowed funds from money lenders. 9.47 per cent of respondents have borrowed funds from financial institutions, 8.43 per cent of respondents have borrowed funds from commercial banks and remaining 4.21 per cent of respondents have borrowed funds from co-operative banks.

AVAILMENT OF GOVERNMENT ASSISTANCE

Table 20 represents the information regarding the avail of government assistance by the retailers.

TABLE 20
AVAILMENT OF GOVERNMENT ASSISTANCE

S.No.	Particulars	No. of Respondents	Percentage
1.	Availed	55	55.00
2.	Not Availed	45	45.00
	Total	100	100.00

Source : Primary Data

The above table upholds that 45 per cent of respondents are not availed the government assistance and remaining 55 per cent of respondents are availed government assistance for the business purposes.

FORMS OF ASSISTANCE

The researcher has focused the information about forms of assistance availed by the retailers. Table 21 shows the information about the form of assistance.

TABLE 21

FORMS OF ASSISTANCE

S.No.	Particulars	No. of Respondents	Percentage
1.	Loan	23	23.00
2.	Subsidy	27	27.00
3.	Power concession	05	05.00
	Total	55	100.00

Source : Primary Data

Note : Out of 100respondents, 55 respondents have avail government assistance

It is observed that 05 percent respondents has got power concession from government assistance, 23 percent respondents got loan from government institution and remaining 27 percent respondents got government subsidy for their business.

MOTIVATING FACTORS OF RETAILERS

Several factors motivate the respondents to select the retail business. The distribution of respondents according to the motivating factors is presented in Table 22

TABLE 22

MOTIVATING FACTORS

S.No.	Particulars	No. of Respondents	Percentage
1.	Partners	13	13.00
2.	Wife or Husband	36	36.00
3.	Other family members	21	21.00
4.	Friends	16	16.00
5.	Relatives	14	14.00
	Total	100	100.00

Source : Primary Data

It is evident from the Table 22 that 13per cent of respondents are motivated by their parents, 21 per cent of respondents are motivated by their friends, 36 per cent of respondents are motivated their wife or husband, 14 per cent of respondents are motivated from relatives, 21per cent of respondents are motivated their family members

PROBLEMS OF RETAILERS

The retailers have so many problems out of which the research taken into account the problems like Personal, Labour, Marketing and Finance. The details of problems of retailers are given in Table 23

PROBLEMS OF RETAILERS
TABLE:-23

S.No.	Problems	No. Respondents	Total Respondents	Percentage
1	Personal Problems	39	100	39
2	Labour Problems	62	100	62
3	Marketing Problems	28	100	28
4	Finance Problems	84	100	84

Source: Primary Data

It is observed from the above table that 39 per cent and 62per cent of retailers face the personal problems and labour problems respectively. The above table also reveals that 84 per cent retailers face marketing and finance problems in their retail business

OPINION OF RETAILERS ABOUT PERSONAL PROBLEMS

In order to know the Personal Problem faced by the retailers they were given 11 statements and were asked about their opinion. The responses of retailers about Personal Problems are shown in Table 24

TABLE 24

OPINION OF RETAILERS ABOUT PERSONAL PROBLEMS

S.No	Particulars	Yes	No	Total
1.	Poor risk taking ability	53	47	100
2.	Lack of proper training*	37	63	100
3.	Lack of leisure*	78	22	100
4.	Health problems	23	77	100
5.	Excessive burden of work and responsibility	68	32	100
6.	Excessive tensions and challenges	80	20	100
7.	Lack of knowledge about competition	10	90	100
8.	Lack of knowledge about technology	17	83	100
9.	Occupational mobility	60	40	100
10.	Dual duties	54	46	100
11.	Non co-operation from family members	11	89	100

Source : Primary Data

Table 24 shows the details about the Personal problems of retailers in Sangli, Miraj and Kupwad Corporation . Among 100 retailers, those who have the personal problems, 53 respondents have the problem of "Proper risk taking ability", 37 respondents have the problem of "Lack of proper training", 78 respondents have the problem of "Lack of leisure", 23 respondents have the problem of "Health problem", 68 respondents have the problem of "Excessive burden of work and responsibility", 80 respondents have the problem of "Excessive tensions and challenges", 158 respondents have the problem of "Lack of knowledge about competition", 10 respondents have the problem of "Lack of knowledge about the various improved technology", 60 respondents have the problem of "Occupational mobility", 54 respondents have the problem of "Dual duties" and remaining 11 respondents have the

problem of "Non co-operation from family members".

OPINION OF RETAILERS ABOUT LABOUR PROBLEMS

In order to know the Labour problems in Sangli, Miraj and Kupwad Corporation area, the retailers were given statements and were asked about their opinion. These responses of retailers about Labour problems are shown in Table 25

TABLE 25

OPINION OF RETAILERS ABOUT LABOUR PROBLEMS

S.No.	Particulars	Yes	No	Total
1.	Absenteeism	70	30	100
2.	Labour Turn over*	63	37	100
4.	Retention of Labour*	70	30	100
5.	Negative attitude of Labour	55	45	100
6.	Higher Wages	83	17	100

Source:PrimaryData

Table 25 shows the details about the Labour Problems of retailers in Sangli, Miraj and Kupwad Corporation area . Among 100 retailers, those who have the Labour problems, 70 respondents have the problem of "Absenteeism of Labour", 63 respondents have the problem of "Labour Turn Over", 70 respondents (18.29 %) have the problem of "Retention of Labour", 55 respondents (have the problem of "Negative attitude of Labour" and remaining 83 respondents have the problem of "Higher Wages".

OPINION OF RETAILERS ABOUT MARKETING PROBLEMS

In order to know the Marketing problems in Sangli, Miraj and Kupwad Corporation area, the retailers were given statements and were asked about their opinion. These responses of retailers about marketing problems are shown in Table 26

TABLE 26

OPINION OF RETAILERS ABOUT MARKETING PROBLEMS

S.No.	Particulars	Yes	No	Total
1.	Competition from other retailers	90	10	100
2.	Competition from Supermarkets	78	22	100
3.	Lack of information about changing market	28	72	100
4.	Availability of sub standard product in the market	85	15	100
5.	Credit sales	88	12	100

Source : Primary Data

Table 26 shows the details about the Marketing Problems of retailers in Sangli, Miraj and Kupwad Corporation area, out of 100 retailers, those who have the Marketing Problems,

90 respondents have the problem of "Competition from other retailers", 78 respondents have the problem of "Competition from Supermarkets", 28 respondents have the problem of "Lack of information about changing market", 85 respondents have the problem of "Availability of sub standard product in the market" and remaining 88 respondents) have the problem of "Credit Sales".

OPINION OF RETAILERS ABOUT FINANCIAL PROBLEMS

In order to know the Financial problems in Sangli, Miraj and Kupwad Corporation area , the retailers were given statement and were asked about their opinion. These responses of retailers about Financial problems are shown in Table 27

TABLE 27

OPINION OF RETAILERS ABOUT FINANCIAL PROBLEMS

S.No	Particulars	Yes	No	Total
1.	Inadequate fixed capital	68	32	100
2.	Inadequate working capital	78	22	100
3.	Problem of bad debts	70	30	100
4.	Difficulties in getting Government concessions/Subsidies	62	38	100
5.	Inability to provide securities for loan	57	43	100
6.	Reluctance of financial Institutions to extend credit to retailers	48	52	100

Source :PrimaryData

Table 27 indicated the details about the Financial Problems of retailers in Sangli, Miraj and Kupwad Corporation area . Out of 100 retailers, those who have the financial Problems,
68 respondents have the problem of "Inadeqate of fixed capital", 78 respondents have the
Problem of "Inadequate of working capital", 70 respondents have the problem of "Bad debts", 62 respondents have the problem of "Difficulties in Government concessions", 57 respondents have the problem of "Inability to provide securities for loan" and remaining 48 respondents have the problem of "Reluctance of financial Institutions to extend credit facilities to retailers".

PROSPECTS OF RETAIL BUSINESS IN SANGLI, MIRAJ AND KUPWAD CORPORATION AREA.

The drivers aiding the growth of the industry are called as Prospects. The following Prospects are aiding the growth of the retail industry in Sangli, Miraj and Kupwad Corporation area. These Prospects are presented in Table 28

TABLE 28

PROSPECTS OF RETAIL BUSINESS IN SANGLI, MIRAJ AND KUPWAD CORPORATION AREA.

S.No.	Opinion	SA	A	No	DA	Total
1.	Sangli, Miraj and Kupwad Corporation area. is suitable to retail business	65	20	10	5	100
2.	Chance to earn more profit	58	25	09	08	100
3.	Needs lesser investment	68	28	-	04	100
4.	Low competition in retail business	07	05	40	48	100
5.	Does not needs advanced technology	27	39	09	08	100
6.	Government support to retail business is enough	18	31	28	23	100
7.	Financial assistance from Institution is enough	30	47	17	06	100
8.	Availability of sufficient labour force	50	30	15	05	100
9.	Better chance to growth	28	44	18	10	100
10.	Less political influences	50	30	20	---	100
11	Lesser or No formalities of Registration	75	15	10	---	100
12.	No speculation affect in retail business	10	15	40	45	100
13.	Sufficient Transport facilities					100

		SA	A	No	DA	Total
		90	10	----	----	
14.	Better chance to business expansion	60	10	25	14	100
15.	Higher Quantum of population	43	27	14	16	100
16	Other infrastructure	90	10	----	----	100
17.	No need for any specified knowledge	37	30	30	03	100
18.	Experience in these field does not yields growth	----	-----	14	86	100
19.	Sufficient Natural resources	90	10	-----	-----	100

Source:PrimaryData

Note : The figures in the brackets show percentage to total

SA – Strongly Agree, A – Agree, No – NO opinion, DA – Disagree,

     Table 32 exhibits the Prospects of retail business in Sangli, Miraj and Kupwad Corporation area . Retailers tell their opinion about 19 statements of retail business in this area like chance to earn more profit, needs lesser investment, low competition in retail business, does not needs advanced technology, better chance to growth and so on.

FINDINGS OF THE STUDY

     The findings of the study is summarized below

➢ It is observed that, more number of retailers are male, lie under the age group of 35 years to 45 years, backward community, Hindu, married, undergraduate.

➢ It is found that retailers with a monthly income of Rs 10,000 are found more in the Sangli, Miraj and Kupwad Corporation area .

➢ Most of the respondents are Grocessary shop retailers which occupy 23 per cent.

➢ It is clear that most of the respondents are having previous experience in the retail business.

➢ It is understood that majority of the respondents are financial supported by the family members.

➢ It is understood that majority of the respondents doing their forefathers business.

➢ It is observed that, the majority of respondents (43%) have taken the decision independently.

➢ It is found that the majority of the respondents (45%) located their shop in residential area.

➢ It is found that 67 per cent of the respondents are doing the business under sole trader form

➢ It is observed that 55 per cent of the respondents are withstand in these field from 15 to 20 years.

➢ It is inferred that most of the respondents (84%) have utilized their full capacity.

➢ The lack of working capital is the main reason for under utilization of resources.

➢ It is found that majority (80%) of the retailers procure the raw materials from

open market.

➢ It is found that most of the respondents (65%) are made credit sales to their customer.

➢ It is clear that most of the respondents (70%) having the problem of bad debts.

It is vivid that majority 67 per cent of respondents have used borrowed funds for their business.

It is known that majority of the respondents are not availed government assistance and 62 per cent of the respondents get power concession from government.

SUGGESTIONS OF THE STUDY

1) The location of the stores should be convenient and easy to access. The distance that the consumer must travel to shop is the basic criteria.

2) The goods should be properly packaged.

3) Certain specialized item which are used or consumed on special occasions or festivals or local celebrations should be available in the shops.

4) Motivating the staffs for improving the performance of their work. The quality of service is a key factor and winning a higher share of customer. Staff must be trained and motivated to recognize their best customers and to offer them superior service.

5) The quality of management of the customer is becoming an increasingly important source in improving the customer service. Education and training of staff needs to be done to enhance service.

6) The frequent buyers should be maintained with the personalized report.

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