Building successful Retail Strategies – A case study of ‘Coupon Store’

Abstract:

The country’s dynamic retail landscape presents a grand opportunity to investors from across the globe, to use India as a strategic business hub. With the changing face of retail, the Indian consumer is in for a rapid transformation. As per the Images F&R Research estimates for India Retail Report the Indian Retail market stood at Rs.1,330,000 crore in 2007 with annual growth of about 10.8 per cent. Of this, the share of organised Retail in 2007 was estimated to be only 5.9 per cent, which was Rs.78,300 crore. But this modern retail segment grew at the rate of 42.4 per cent in 2007, and is expected to maintain a faster growth rate over the next three years, especially in view of the fact that major global players and Indian corporate houses are seen entering the fray in a big way. Even at the going rate, organised retail is expected to touch Rs.2,30,000 Cr (at constant prices) by 2010, constituting roughly 13 per cent of the total retail market.