

Indian Retail Industry – SWOT Framework Analysis

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Abstracts

Huge population, increasing per-capita income and changing consumer habits – all these developments have culminated in the booming of the retail sector in India. The majority of retail sales take place through the unorganized sector, which is stores that are popularly known as the kirana, or the mom-and-pop-up stores. The organized retail sector that constitutes highly organized malls presently does not enjoying any significant share of the market revenue but it is estimated that future belongs to the organized retail sector in India.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories:

Internal factors – The strengths and weaknesses internal to the organization.

External factors – The opportunities and threats presented by the external environment.

Contents

A. EXECUTIVE SUMMARY

B. A BRIEF PROFILE OF THE INDUSTRY

C. SWOT FRAMEWORK ANALYSIS

C.1 Strengths to Build Upon

C.2 Weaknesses to Overcome

C.3 Opportunities to Exploit

C.4 Threats to Overcome

D. GLOSSARY OF TERMS

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