

Retail Industry in India – PEST 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.

Aruvian's R'search analyzes the Retail Industry in India in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

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