

IT Market Potential for Retail in India, By [Applications (In-store Management, Customer Centric Management, Headquarter Management, Supply Chain Solution Management), Technology Types (Hardware, Software, Services), Verticals, Regions (Metros, Mini Metro, Tier I, Tier II & Below)] – Trends & Forecast: 2015–2020

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Abstracts

The Increasing globalization of retailing in terms of and point of sale and point of supply the ICT spend in the retail sector increased over the years. It's important for retailers to deploy more advanced retail information systems to gain competitive edge. The need of improving the customer interaction, to accelerate the retail operations is encouraging retailers to spend huge amount in retail sector.

The report provides unique insights into and in-depth analysis of ICT spending in retail sector, drivers and restraints as well as growth opportunities. It also contains analysis and forecasted revenues, competitive landscape, company profiles and industry trends.

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