

Study of Challenges Faced By Organized Retailing In Gonda District

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Abstract

Supply chain management has been identified and researched in many industries including automobile, food service, healthcare, information technology, and retailing outlets. However, limited information is available about the functions and practical experiences of the supply chain management in the retail clothing business. The study will focus on the importance of the supply chain management and framework of an effective supply chain management in the clothing retail business. The real meaning of supply chain management will be defined. The related practical skills and effective management issues will be discussed. The research specially focuses on the retail clothing business in India.

I. Introduction

The current state of supply chain management practices followed by Indian associations trying to identify the imperative areas that need to be addressed in order to increase competitive advantage. The discoveries reveal that a large portion of the Indian associations have aligned their supply chain objectives with their business objectives. They are presently on adjusting their processes and management centre. The creator concludes that the enhanced level of competitiveness would require Indian associations to manage the three-dimensional (supply chain objectives, supply chain processes and management concentrate on supply chain activities) alignment. For organized retail, while the most recent decade has been one of experimentation, the coming decade would be that of solidification. The retailers have been fiddling with a variety of arrangements, supply chain designs, item portfolio, project financing, manpower planning et cetera. Towards the end of the decade, confidence level among the organized retailers on the most proficient method to really tap the Indian open door has increased. However, the key issues to be addressed remain are battle hardened retailers, developing dominance of private labels, supply chain advancements, enabling infrastructure and arrangement liberalisation.⁶⁶ Increasing uncertainty of supply networks, globalization of businesses, proliferation of item variety and shortening of item life cycles have forced Indian associations to look beyond the four dividers for collaboration with supply chain partners.

Indian Retail Industry like unorganized display, parking problem, credit card issues, few promotional activities, long billing queues, less number of trial rooms, Competition, less skilled human resource, government policies, tax structure, unorganized retail sector etc. Indian retail Industry needs more substantial investment from leading Indian and foreign players. Following are the challenges faced by the Indian retail outlets :-

- Lack of technology adoption is the major challenge which is hindering the development of Indian Retail industry
- Lack of infrastructure and logistics as a Challenge to the growth of Indian retail industry
- Scarcity of skilled work force is a challenge for Indian retail outlets.
- Frauds in retail industry is a major challenge
- Inefficient supply chain management is a major challenge for retail industry
- Price war is a major challenge for the retail outlets.
- Complexity in tax structure is a challenge for Indian retail outlets.
- Escalating land and rental prices is a challenge for retail outlets.
- 'Competition from Unorganized Retail' is a challenge.
- E-Retailing is a challenge
- Power supply problem is a challenge for Indian retail outlets.
- 'High Cost of Operation' is a challenge for retail outlets
- Cultural diversity is a challenge for Indian retail outlets
- 'Government Opposition to FDI' is a challenge for Indian outlets.
- Understanding Customer' is a challenge.
- 'Ever-increasing customer demand' is a challenge for Indian retail outlets.

II. Research Design And Strategies

Primary Data Collection

Primary source is a source from where we collect first-hand information or original data on a topic. Data would be collected primarily from open ended questionnaire that can justify the SCM the organized retailers are gaining the competitive advantage over the unorganized retailer in many aspects like inventory management, shorter time for restocking, greater efficiency and control.

Secondary Data Collection

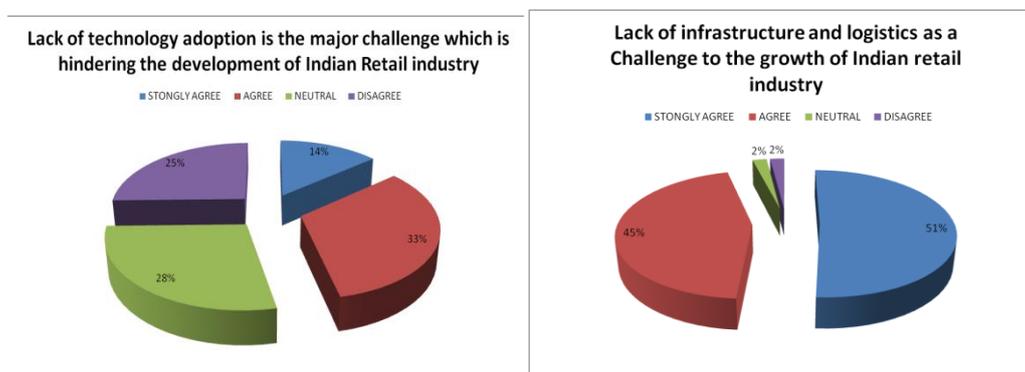
We have collected secondary data from the published financial statements of the firms, newspaper and articles. This is the minor part of this research but important as well. In this part data would be collected from the internet sites, journals, books, published articles, records of an organization. This type of data have been collected and recorded by another person or organization, sometimes for altogether different purposes.

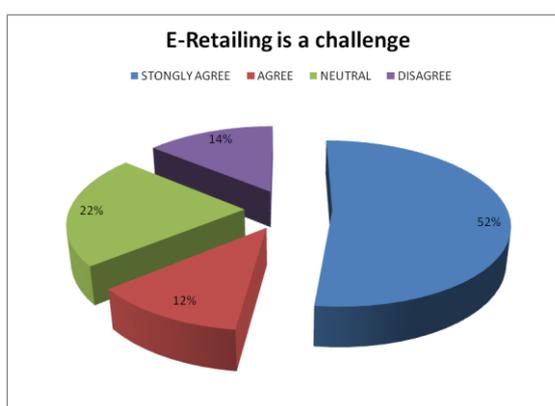
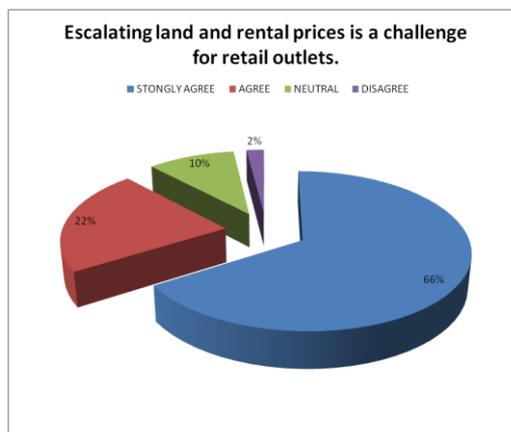
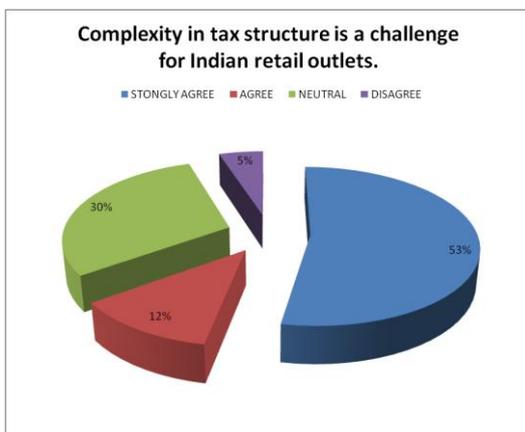
Limitation of the Study

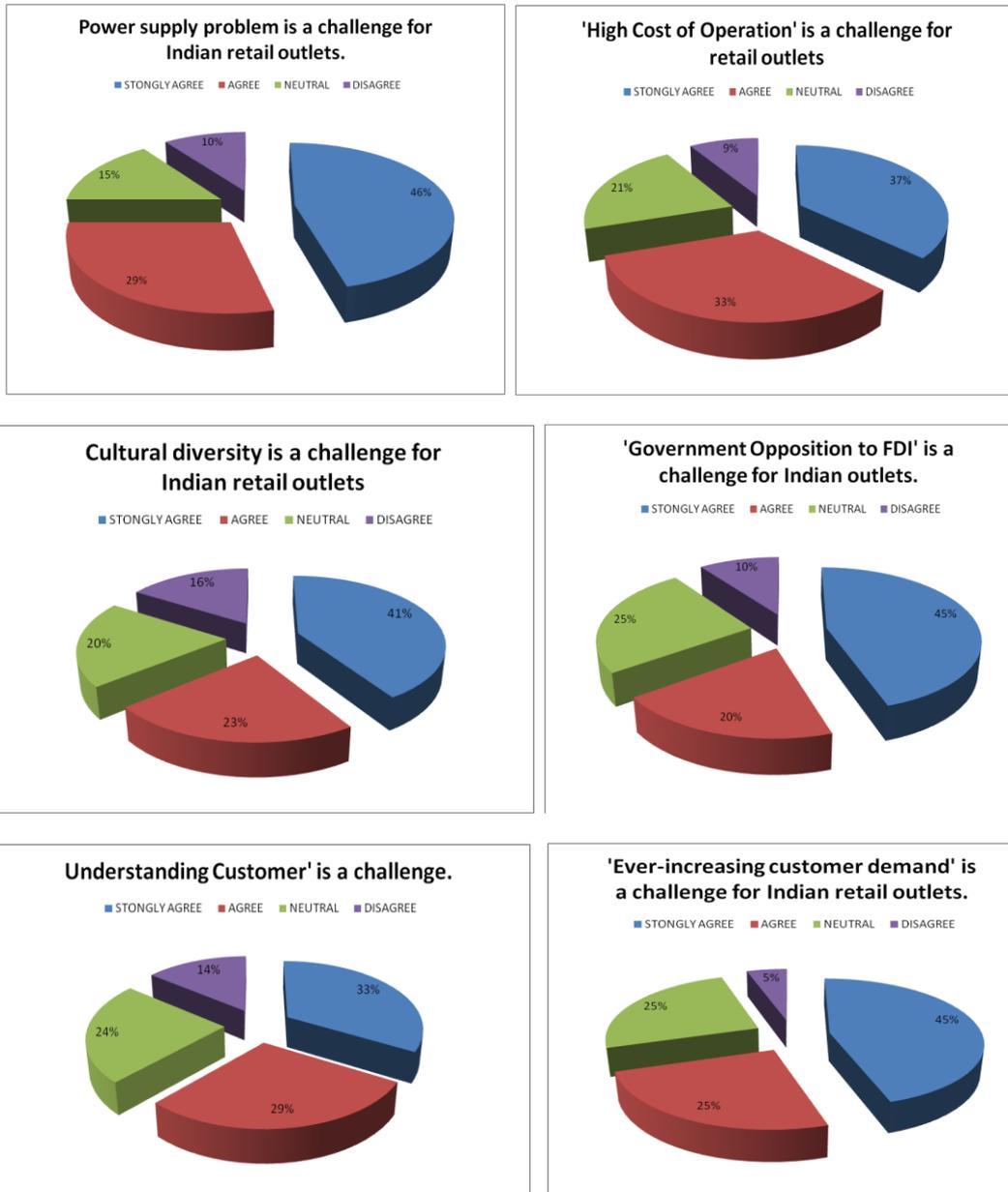
The retailers face many challenges such as time-to-market reductions are necessary due to shorter and shorter product life cycles, greater product variety causing more fluctuation in demand calls for the high responsiveness in supply chains, and the ever increasing need for shorter lead times continues. The retailers get challenges in organizing their Supply Chain. This thesis aims at the analysis of the problems/challenges that the retailers face while organizing their supply chains.

Data interpretation and observation

Attributes	Strongly agree	Agree	Neutral	Disagree
Lack of technology adoption is the major challenge which is hindering the development of Indian Retail industry	21	49	42	38
Lack of infrastructure and logistics as a Challenge to the growth of Indian retail industry	51	45	2	2
Scarcity of skilled work force is a challenge for Indian retail outlets.	73	11	14	2
Frauds in retail industry is a major challenge	52	14	26	18
Inefficient supply chain management is a major challenge for retail industry	45	45	8	2
Price war is a major challenge for the retail outlets.	34	46	12	8
Complexity in tax structure is a challenge for Indian retail outlets.	53	12	30	5
Escalating land and rental prices is a challenge for retail outlets.	66	22	10	2
'Competition from Unorganized Retail' is a challenge.	72	25	2	1
E-Retailing is a challenge	52	12	22	14
Power supply problem is a challenge for Indian retail outlets.	46	29	15	10
'High Cost of Operation' is a challenge for retail outlets	37	33	21	9
Cultural diversity is a challenge for Indian retail outlets	41	23	20	16
'Government Opposition to FDI' is a challenge for Indian outlets.	45	20	25	10
Understanding Customer' is a challenge.	35	30	25	15
'Ever-increasing customer demand' is a challenge for Indian retail outlets.	45	25	25	5







III. Conclusion :

The above comparison between different attributes governing the rate of organised retail in Gonda district has potential agreement towards the recent trends. But as the district has the mixed unorganised retail industry running parallel to the organised retail industry the perception towards too much changes leads to destruction is also strong.

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